

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • MON. SEPT. 4, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					31,230 48.2												
AVERAGE AUDIENCE (Households (000) & %)					21,580 33.3	26.8*		30.6*		34.7*		36.4*		36.6*		34.6*	
SHARE OF AUDIENCE %					55	49 *		51 *		54 *		57 *		59 *		59 *	
AVG. AUD. BY ¼ HR. %					25.4	28.1	29.9	31.3	34.2	35.2	35.9	37.0	37.2	36.0	35.5	34.0	
Summer Olympics '72 Monday (8:00-11:00PM)																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					15,100 23.3				13,090 20.2		11,790 18.2		12,570 19.4				
AVERAGE AUDIENCE (Households (000) & %)					12,310 19.0	17.6*		20.3*	11,860 18.3		10,430 16.1		9,780 15.1	15.3*		14.8*	
SHARE OF AUDIENCE %					33	32 *		34 *	29		25		25	25 *		22 *	
AVG. AUD. BY ¼ HR. %					16.5	18.7	20.0	20.7	18.1	18.4	16.0	16.2	15.4	15.2	15.0	14.6	
Gunsmoke (8:00-8:30PM) Here's Lucy (8:30-9:00PM) Doris Day Show (9:00-9:30PM) Cade's County (9:30-10:00PM)																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					4,020 6.2	8,230 12.7											
AVERAGE AUDIENCE (Households (000) & %)					4,020 6.2	3,820 5.9		5.0*		6.1*		6.6*		6.4*		6.0*	
SHARE OF AUDIENCE %					6.2	5.9		5.0*		6.1*		6.6*		6.4*		6.0*	
AVG. AUD. BY ¼ HR. %					6.2	5.9		5.0*		6.1*		6.6*		6.4*		6.0*	
Baseball Pre Game (8:00-8:15PM) NBC Monday Night Baseball (8:15-11:00PM) NEW YORK 'S, BALTIMORE (8:15-11:00PM)																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
The Rookies (8:00-8:30PM) Summer Olympics Closing Ceremonies (8:00-11:00PM) (3)																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
Gunsmoke (8:00-8:30PM) Here's Lucy (8:30-9:00PM) Doris Day Show (9:00-9:30PM) The Bill Cosby Show (9:30-10:00PM)																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
Rowan & Martin Laugh-In (8:00-8:30PM) NBC Monday Night At The Movies (8:15-11:00PM) (12)																	
HOUSEHOLDS USING TV																	
WK 1	43.9	44.9	46.6	49.1	52.5	56.0	59.0	61.3	63.1	64.5	64.2	64.2	62.6	61.8	60.1	57.6	
WK 2	47.2	48.0	51.8	55.9	60.1	62.7	64.3	65.4	67.2	67.4	66.7	66.2	63.5	61.2	58.1	55.0	

TV Households: 64,600,000

* Half-hour ratings for immediately preceding and subject quarter-hours.

(R) Repeat, see page 8.

Other Programs: See pages A34-A37.
FOR RATING SET OF PAGE.

(1) NEGOTIATION-POLITICAL: TALK (10:59-11:30PM) (15)
FOR RATING SET OF PAGE.

EVE. • MON. SEPT. 11, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • TUE. SEPT. 5, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)					27,090 41.8											17,880 27.6	
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)					18,730 28.9	25.2*		30.7*			31.2*				12,960 20.0	21.5*	
SHARE OF AUDIENCE %					47	44 *		49 *			47 *				39	39 *	
AVG. AUD. BY ¼ HR. %					23.5	26.9	30.3	31.0	31.3		30.9				22.9	20.1	
TOTAL AUDIENCE (Households (000) & %)	12,310 19.0					14,060 21.7					16,980 26.2						
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)	7,910 12.2	12.5*			10,370 12.0*	16.0	14.2*			13,280 20.5	19.8*				21.2*		
SHARE OF AUDIENCE %	23	24 *			21 *	25	23 *			27 *	32	30 *			34 *		
AVG. AUD. BY ¼ HR. %	12.5	12.4	12.1		11.9	13.4	15.1	16.9	18.6	18.7	21.0	21.4	21.0				
TOTAL AUDIENCE (Households (000) & %)	9,780 15.1				7,840 12.1					5,960 9.2							
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)	6,160 9.5	10.1*			5,180 8.0	8.2*				3,370 5.2	5.6*				4.8*		
SHARE OF AUDIENCE %	9.5	10.1 *			9.0 *	8.2 *				7.8 *	8 *	6.0 *			8 *		
TOTAL AUDIENCE (Households (000) & %)	6,160 9.5	10.1*			5,180 8.0	8.2*				3,370 5.2	5.6*				4.8*		
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)					9,200 14.2	14.130	19.3*			20,220 31.2	31.0*				31.4*		
SHARE OF AUDIENCE %					23	32	29 *			31 *	37 *	52	50 *		55 *		
AVG. AUD. BY ¼ HR. %					13.6	14.9	18.8	19.9	20.6	21.7	24.4	25.6	30.5	31.4	32.0	30.0	
TOTAL AUDIENCE (Households (000) & %)	16,780 25.9				14,640 22.6					14,520 22.4							
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)	14,640 22.6				12,250 18.9	18.5*				9,070 14.0	13.3*				15.0*	13.6*	
SHARE OF AUDIENCE %	36				28	28 *				29 *	22	20 *			24 *	24 *	
AVG. AUD. BY ¼ HR. %	22.0	23.1	18.2	16.8	19.4	19.1	13.9	12.7	15.3	14.6	13.9	13.3					
TOTAL AUDIENCE (Households (000) & %)	23,260 35.9									9,070 14.0							
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)	16,260 25.1	22.4*			25.9*					6,160 9.5	10.9*				8.1*		
SHARE OF AUDIENCE %	38	36 *			39 *					9.5	10.9 *				14 *		
AVG. AUD. BY ¼ HR. %	21.5	23.3	25.7	26.0	25.5	25.6	27.2	25.8	25.8	11.8	10.0	8.5	7.6				
USEHOLDS USING TV WK 1 (See Def. 1)	49.6	49.8	50.3	52.2	55.7	58.1	61.0	63.2	65.6	66.9	66.2	65.6	64.2	62.5	55.9	52.5	
WK 2	49.5	47.7	51.2	54.4	60.5	63.8	65.0	66.3	67.0	68.3	68.2	67.8	63.1	60.8	59.2	55.5	

LS. TV Households: 64,000,000

* Half-hour ratings for immediately preceding and subject quarter-hours.

(R) Repeat, see page 8.

DN Other Programs: See pages A34-A39.

(1) FOR REV. RATINGS SEC OR PAGES. (2) NO COVERED CBS-TUESDAY (10:55-11:00PM) (5), FOR RATINGS SEC OR PAGE.

EVE. • TUE. SEPT. 12, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • WED. SEPT. 6, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV							21,580 33.3				13,020 20.1						
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					6,220 9.6			12,180 18.8					15,490 23.9				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					11,530 17.8		18,660 28.8						11,600 17.9				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					14,320 22.1			11,860 18.3					15,880 24.5				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					12,830 19.8		17,630 27.2						14,490 22.3				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
US HOUSEHOLDS USING TV WK 1	43.6	44.9	45.5	47.1	52.2	54.5	55.4	58.9	61.5	63.0	61.2	63.5	56.5	54.6	53.1	50.8	
(See Def. 1)																	
WK 2	45.8	46.2	47.6	51.5	56.8	59.4	62.0	64.0	65.3	67.0	67.7	66.4	61.4	59.5	56.5	54.2	

S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

† Other Programs: See pages A34-A39.

[R] Repeat, see page 8.

EVE. • WED. SEPT. 13, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • THU. SEPT. 7, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %) 28,450 43.9 ← Summer Olympics '72 Thursday (8:00-11:00PM) → AVERAGE AUDIENCE (Households (000) & %) 18,080 27.9 SHARE OF AUDIENCE % 47 AVG. AUD. BY ¼ HR. % 20.4																
CBS TV	TOTAL AUDIENCE (Households (000) & %) 6,670 10.3 My World and Welcome to It ① 11,990 18.2 It Was A Short Summer, ② Charlie Brown (8:30-9:00PM) 11,990 18.5 ← The CBS Thursday Night Movies "ADAM'S WOMAN" (9:00-10:55PM) → AVERAGE AUDIENCE (Households (000) & %) 5,380 8.3 SHARE OF AUDIENCE % 15 AVG. AUD. BY ¼ HR. % 8.2																
NBC TV	TOTAL AUDIENCE (Households (000) & %) 9,140 14.1 ← NBC Adventure Theater "THE LADY IS MY WIFE" (8:00-9:00PM) → Ironside 7,780 12.0 Dean Martin Presents The Bobby Darin Amusement Co. 10,630 16.4 AVERAGE AUDIENCE (Households (000) & %) 6,870 10.6 SHARE OF AUDIENCE % 10.5* AVG. AUD. BY ¼ HR. % 10.5																
ABC TV	TOTAL AUDIENCE (Households (000) & %) 10,760 16.6 ← Mad Squad (10:00-10:30PM) → Owen Marshall, Counselor at Law 14,060 21.7 AVERAGE AUDIENCE (Households (000) & %) 10,760 16.6 SHARE OF AUDIENCE % 13.3 AVG. AUD. BY ¼ HR. % 13.3																
CBS TV	TOTAL AUDIENCE (Households (000) & %) 13,740 21.2 ← The Waltons → ← The CBS Thursday Night Movies "AROUND THE WORLD IN 60 DAYS" PART 1 (9:00-10:55PM) → AVERAGE AUDIENCE (Households (000) & %) 10,370 16.0 SHARE OF AUDIENCE % 14.8 AVG. AUD. BY ¼ HR. % 14.8																
NBC TV	TOTAL AUDIENCE (Households (000) & %) 20,480 31.6 ← The Flip Wilson Show → Ironside 18,140 28.0 ← The Dean Martin Show → AVERAGE AUDIENCE (Households (000) & %) 15,680 24.2 SHARE OF AUDIENCE % 21.8 AVG. AUD. BY ¼ HR. % 21.8																
HOUSEHOLDS USING TV (See Def. 1)	WK 1	43.6	44.1	45.2	48.6	52.6	56.4	59.3	61.8	61.7	63.0	63.0	63.0	60.7	58.6	56.6	53.5
	WK 2	43.6	46.3	47.5	49.5	54.3	58.2	60.9	62.9	64.0	64.5	64.5	64.5	60.5	58.7	57.4	53.5

U.S. TV Households: 64,000,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

OP) Other Programs: See pages A34-A35

① CHARLES KURLT-ON THE ROAD (10:55-11:00PM) (SUSPENSE)

② MCGOVERN-CBS-THURSDAY (10:55-11:00PM) (S)

EVE. • THU. SEPT. 14, 1972

U.S. TV Households: 64,100,000

Other Programs: See pages A34-A39.

CHARLES KURLIT-ON THE ROAD (10:55-11:00PM) (SUSTAINERS)

CONGOVERN-CBS-THURSDAY (10:55-11:00PM) (S)

* Half-hour ratings for immediately preceding and subject quarter-hours.

(R) Repeat, see page B.

EVE. • THU. SEPT. 14, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • FRI. SEPT. 8, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	Summer Olympics '72 Friday (8:00-11:00PM)																
TOTAL AUDIENCE (Households (000) & %)	26,570 41.0																
AVERAGE AUDIENCE (Households (000) & %)	15,880 24.5																
SHARE OF AUDIENCE %	44																
AVG. AUD. BY ¼ HR. %	19.9																
CBS TV	O'Hara, U.S. Treasury (8:00-11:00PM)																
TOTAL AUDIENCE (Households (000) & %)	9,070 14.0																
AVERAGE AUDIENCE (Households (000) & %)	6,480 10.0																
SHARE OF AUDIENCE %	19																
AVG. AUD. BY ¼ HR. %	9.8																
NBC TV	New CBS Friday Night Movies (8:00-11:00PM, M-F)																
TOTAL AUDIENCE (Households (000) & %)	7,970 12.3																
AVERAGE AUDIENCE (Households (000) & %)	6,800 10.5																
SHARE OF AUDIENCE %	10.5																
AVG. AUD. BY ¼ HR. %	9.8																
ABC TV	Brady Bunch Movie (8:00-11:00PM, M-F)																
TOTAL AUDIENCE (Households (000) & %)	9,980 15.4																
AVERAGE AUDIENCE (Households (000) & %)	7,910 12.2																
SHARE OF AUDIENCE %	24																
AVG. AUD. BY ¼ HR. %	12.0																
CBS TV	Partridge Family (8:00-11:00PM, M-F)																
TOTAL AUDIENCE (Households (000) & %)	14,770 22.8																
AVERAGE AUDIENCE (Households (000) & %)	9,910 15.3																
SHARE OF AUDIENCE %	28																
AVG. AUD. BY ¼ HR. %	13.0																
NBC TV	Room 222 (8:00-11:00PM, M-F)																
TOTAL AUDIENCE (Households (000) & %)	16,200 25.0																
AVERAGE AUDIENCE (Households (000) & %)	14,000 21.6																
SHARE OF AUDIENCE %	31																
AVG. AUD. BY ¼ HR. %	17.4																
ABC TV	Odd Couple (8:00-11:00PM, M-F)																
TOTAL AUDIENCE (Households (000) & %)	14,770 22.8																
AVERAGE AUDIENCE (Households (000) & %)	9,910 15.3																
SHARE OF AUDIENCE %	28																
AVG. AUD. BY ¼ HR. %	13.0																
CBS TV	Love, American Style (8:00-11:00PM, M-F)																
TOTAL AUDIENCE (Households (000) & %)	14,770 22.8																
AVERAGE AUDIENCE (Households (000) & %)	9,910 15.3																
SHARE OF AUDIENCE %	28																
AVG. AUD. BY ¼ HR. %	13.0																
NBC TV	Sanford and Son (8:00-11:00PM, M-F)																
TOTAL AUDIENCE (Households (000) & %)	14,770 22.8																
AVERAGE AUDIENCE (Households (000) & %)	9,910 15.3																
SHARE OF AUDIENCE %	28																
AVG. AUD. BY ¼ HR. %	13.0																
ABC TV	Little People (8:00-11:00PM, M-F)																
TOTAL AUDIENCE (Households (000) & %)	14,770 22.8																
AVERAGE AUDIENCE (Households (000) & %)	9,910 15.3																
SHARE OF AUDIENCE %	28																
AVG. AUD. BY ¼ HR. %	13.0																
CBS TV	Ghost Story (8:00-11:00PM, M-F)																
TOTAL AUDIENCE (Households (000) & %)	14,770 22.8																
AVERAGE AUDIENCE (Households (000) & %)	9,910 15.3																
SHARE OF AUDIENCE %	28																
AVG. AUD. BY ¼ HR. %	13.0																
NBC TV	Banyon (8:00-11:00PM, M-F)																
TOTAL AUDIENCE (Households (000) & %)	14,770 22.8																
AVERAGE AUDIENCE (Households (000) & %)	9,910 15.3																
SHARE OF AUDIENCE %	28																
AVG. AUD. BY ¼ HR. %	13.0																
ABC TV	Households Using TV WK 1 (See Def. 1)																
WK 2	42.0	43.3	45.0	46.7	44.0	52.0	54.6	57.1	57.8	58.8	59.0	59.3	58.4	57.3	54.5	50.8	
WK 1	40.4	41.0	43.2	45.9	50.2	53.3	55.1	56.1	56.7	57.6	57.7	57.9	55.4	54.6	53.8	50.4	

8. TV Households: 84,800,000 * Half-hour ratings for immediately preceding and subject quarter-hours. (R) Repeat, see page 8.

(P) Other Programs: See pages A34-A36.

(1) KCOVERN-CBS-FRIDAY (10:55-11:00PM, M-F) (5) FOR RATINGS SEE OP. PAGES.

EVE. • FRI. SEPT. 15, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • SAT. SEPT. 9, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)				8,620 13.3	21,320 32.9												
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)																	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)																	
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)																	
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)																	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)																	
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.																	

5. TV Households: 64,000,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B.

VARIOUS DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. (1) FOR REM. RATINGS SEE UP PAGES. (2) Other Programs: See pages A34-A 37.

EVE. • SAT. SEPT. 16, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • SUN. SEPT. 10, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					25,340 39.1							26,570 41.0					
AVERAGE AUDIENCE (Households (000) & %)					14,450 22.3	17.6*		23.3*		26.1*	18,010 27.8	28.1*			29.0*		26.4*
SHARE OF AUDIENCE %					38	32 *		39 *		43 *	49	47 *			51 *		51 *
AVG. AUD. BY 1/4 HR. %					16.8	18.4	21.8	24.8	25.5	26.7	27.8	28.4	29.3	28.7	26.8		25.9
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)										11,340 17.5							
AVERAGE AUDIENCE (Households (000) & %)										7,650 11.8							
SHARE OF AUDIENCE %										19 *							
AVG. AUD. BY 1/4 HR. %										10.8							
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					16,650 25.7		15,030 23.2		16,910 26.1				11,790 18.2				
AVERAGE AUDIENCE (Households (000) & %)					11,530 17.8	15.9*	13,150 20.3		9,590 14.8				9,140 14.1				
SHARE OF AUDIENCE %					15	15 *	16 *		25				26				
AVG. AUD. BY 1/4 HR. %					13.6	12.4	11.8	12.3	12.6	8.4	10.8	11.6	12.1	12.7			
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					8,100 12.5	11,860 18.3	12,260 20.0		10,170 15.7		11,150 17.2						
AVERAGE AUDIENCE (Households (000) & %)					7,000 10.8	10,430 16.1	11,280 17.4		8,810 13.6		8,550 13.2						
SHARE OF AUDIENCE %					21	28	28		20		20						
AVG. AUD. BY 1/4 HR. %					10.3	11.2	15.5	16.7	13.2	14.1	12.4	12.6	13.7	14.2			
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					20,150 31.1		20,020 30.9										
AVERAGE AUDIENCE (Households (000) & %)					14,580 22.5	21.3*	13,930 21.5										
SHARE OF AUDIENCE %					41	42 *	41 *										
AVG. AUD. BY 1/4 HR. %					20.6	22.0	23.5	23.9	22.1	21.8	22.4	21.6	21.5	21.8	21.9	18.7	
SEHOIDS USING TV WK 1 (See Def. 1)	42.2	45.4	46.6	48.6	52.3	56.3	58.9	60.7	60.1	60.3	60.0	59.5	58.1	56.5	52.8	50.6	
WK 2	44.2	46.4	49.3	52.8	56.8	59.9	62.6	63.9	65.7	67.4	66.4	66.0	67.2	65.2	59.8	57.7	
TV Households: 64,000,000																	
* Half-hour ratings for immediately preceding and subject quarter-hours.																	
Other Programs: See pages A34-A39.																	
(R) Repeat, see page B.																	

FOR HEN. RATINGS SEE OF PAGE.

MINUTE DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(R) "UNITED FUND CAMPAIGN APPEAL" (10:55-11:00PM) (SUS.)

EVE. • SUN. SEPT. 17, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. SEPT. 18, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

14,520
22.4

21,640
33.4

The Rookies

ABC NFL Football Game

(WASHINGTON VS. MINNESOTA, 9:00-12:00PM) (1)

11,210
17.3

15.9*

18.6*

12,570
19.4

19.4*

21.3*

21.1*

19.9*

32 *

32 *

28
15.6

26 *

29 *

33
19.8

30 *

32 *

21.5

21.5

20.7

19.7

20.2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

19,050
29.4

16,070
24.8

12,120
18.7

13,280
20.5

Gunsmoke

Here's Lucy

Doris Day Show

The New Bill Cosby Show

15,230
23.5

22.4*

24.6*

14,130
21.8

17.4

15.9

16.2*

15.6*

38

37 *

38 *

21.3

23.5

24.6

22.0

21.7

17.9

17.0

16.2

16.1

16.4

14.9

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

15,490
23.9

22,230
34.3

Rowan & Martin Laugh-In

NBC Monday Night At The Movies

(WITH SIX YOD GET EGGROLLIN' 9:00-11:00PM) (1)

11,470
17.7

16.4*

19.1*

15,550
24.0

22.0*

24.6*

25.2*

24.2*

29

27 *

30 *

16.0

16.8

18.2

20.0

21.9

22.2

24.5

24.6

25.0

25.3

24.9

25.5

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

16,330
25.2

21,450
33.1

The Rookies

ABC NFL Football Game

(KANSAS CITY VS. NEW ORLEANS, 9:00-11:55PM) (1)

12,770
19.7

18.7*

20.7*

12,250
18.9

17.4*

19.5*

19.6*

19.1*

31

30 *

31 *

18.2

19.1

20.4

21.1

17.1

17.7

19.4

19.7

19.7

19.5

19.5

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

17,300
26.7

16,260
25.1

13,410
20.7

13,280
20.5

Gunsmoke

Here's Lucy

Doris Day Show

The New Bill Cosby Show

14,520
22.4

21.7*

23.0*

14,260
22.0

17.4*

19.0

15.4

16.0*

14.7*

35

35 *

35 *

21.6

21.9

23.2

22.8

21.8

22.2

19.2

18.8

16.4

15.6

14.8

14.5

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

15,680
24.2

20,930
32.3

Rowan & Martin Laugh-In

NBC Monday Night At The Movies

(SEE NO EVIL" (9:00-10:55PM) (1)

11,920
18.4

16.9*

19.8*

14,390
22.2

21.7*

22.3*

22.6*

22.5*

29

27 *

30 *

16.2

17.7

19.3

20.3

21.7

21.6

22.4

22.1

22.6

22.6

23.2

21.5

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

48.4
50.8

51.0
52.7

52.6
54.0

55.5
57.3

58.6
60.9

61.0
62.4

63.2
65.0

64.6
66.0

65.7
66.6

67.1
68.4

67.0
69.1

66.9
64.3

65.4
62.0

64.0
60.6

62.6
59.1

60.1
55.7

U.S. TV Households: 64,600,000

* Half-hour ratings for immediately preceding and subject quarter-hours.

(R) Repeat, see page 6.

(O) Other Programs. See pages A34-A39.

EVE. • MON. SEPT. 25, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • TUE. SEPT. 19, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)					11,470 17.7		16,140 24.9						18,080 27.9				
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)					9,780 15.1		10,950 16.9						15,550 24.0				
SHARE OF AUDIENCE %					25		26		16.1*		16.5*		19.1*		23.6*		24.4*
AVG. AUD. BY 1/4 HR. %					14.6	15.0	16.1	16.0	16.6	16.4	17.8	18.4	23.1	24.1	24.5	24.1	
TOTAL AUDIENCE (Households (000) & %)					17,560 27.1		20,740 32.0				18,210 28.1						
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)					15,620 24.1		16,260 25.1				12,830 19.8						
SHARE OF AUDIENCE %					39		38		24.7*		25.4*		18.4*		21.4*		19.4*
AVG. AUD. BY 1/4 HR. %					23.1	25.1	24.1	25.3	25.9	25.0	18.5	19.3	21.4	21.5	20.1	18.2	
TOTAL AUDIENCE (Households (000) & %)					14,840 22.9				17,430 26.9				9,010 13.9				
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)					11,280 17.4		13,410 20.7						5,510 8.5				
SHARE OF AUDIENCE %					20		32		18.5*		19.5*		21.9*		9.1*		7.4*
AVG. AUD. BY 1/4 HR. %					16.0	16.2	18.3	19.7	19.2	19.0	22.1	20.8	15.5	16.5	16.0	14.4	
TOTAL AUDIENCE (Households (000) & %)					16,400 17.6		20,540 31.7						21,490 33.1				
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)					10,040 15.5		15,420 23.8						19,340 28.3				
SHARE OF AUDIENCE %					25		37		19.9*		24.2*		27.2*		27.7*		29.1*
AVG. AUD. BY 1/4 HR. %					14.6	16.3	18.7	21.0	23.9	24.5	27.2	27.2	27.5	27.8	29.0	29.2	
TOTAL AUDIENCE (Households (000) & %)					17,880 27.6		19,250 29.7				19,920 29.2						
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)					15,880 24.5		14,580 22.5				12,570 19.4						
SHARE OF AUDIENCE %					40		35		21.2*		23.7*		17.3*		20.3*		19.5*
AVG. AUD. BY 1/4 HR. %					23.8	25.3	21.2	21.1	23.6	23.9	18.5	18.1	20.4	20.7	19.7	19.2	
TOTAL AUDIENCE (Households (000) & %)					13,800 21.3				10,950 16.9				4,990 7.7				
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)					10,430 16.1		8,160 12.6						2,590 4.0				
SHARE OF AUDIENCE %					26		19		16.6*		11.8*		13.4*		4.4*		3.6*
AVG. AUD. BY 1/4 HR. %					15.0	16.1	16.8	16.5	11.4	12.1	14.1	12.9	5.3	3.5	3.4	3.9	
TV HOUSEHOLDS USING TV	WK 1	41.9	50.0	52.6	56.0	59.8	62.7	63.3	65.4	66.2	66.1	63.7	62.7	59.2	57.7	55.4	53.4
(See Def. 1)	WK 2	44.8	50.9	55.0	56.6	60.1	62.7	62.2	63.1	63.9	65.4	65.5	64.1	59.9	57.5	57.6	54.5

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

Other Programs: See pages A34-A39.

EVE. • TUE. SEPT. 26, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • WED. SEPT. 20, 1972

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

14,260 22.0	16,200 25.0																10,630 16.4
Paul Lynde Show		Wednesday Movie of the Week										Julie Andrews Hour					
"HAILTS OF THE VERY RICH"(8:30-10:00PM)																	
12,440 19.2 32 17.9	11,730 18.1 28 17.4	17.7*		18.7*		17.9*		11.4	12.4*		10.4*						
		27 *		28 *		27 *		20	21 *		19 *						
	20.5	17.4	17.9	18.8	18.7	18.3	17.5	13.3	11.4	10.6	10.2						

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

17,240			17,950			18,140			
26.6			27.7			28.0			
Carol Burnett Show			Medical Center			Cannon			
11,400			14,640			14,900			
17.6	14.5*		20.6*	22.6	22.1*	23.0*	23.0	23.2*	22.8*
28	24 *		32 *	34	33 *	35 *	41	39 *	42 *
14.5	14.6	20.1	21.1	22.1	22.1	23.1	23.0	22.6	23.8
								23.6	22.1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

16,140 24.9	19,180 29.6					16,140 24.9											
Adam 12	NBC Wednesday Mystery Movie										Search						
HAILTS OF THE VERY RICH (8:30-10:00PM)																	
14,520 22.4	18,130 27.8	22.0*		21.8*		21.7*	12,250 18.9	19.6*							18.2*		
37	33	34 *		33 *		37 *	33	33 *							34 *		
21.1	23.7	22.1	21.0	21.5	22.1	22.1	21.4	19.5	19.4	19.0	17.3						

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

47,640 22.6	16,390 25.3								14,190 21.9							
Paul Lynde Show		Wednesday Movie of the Week										Julie Andrews Hour				
FRIDAY GOODYBYE, MAGGIE COLE (8:30-10:00PM)																
2,570 19.4	12,440 19.2	17.6*		19.9*		20.2*	10,760 16.6	17.1*		16.1*						
32	30	28 *		31 *		30 *	29	28 *		29 *						
18.5	20.4	17.2	18.0	19.2	20.6	20.4	20.0	17.4	16.7	16.2	16.0					

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

5,940																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

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TV HOUSEHOLDS USING TV	WK 1	46.3	48.3	50.7	53.8	58.4	62.3	64.1	65.0	66.1	66.8	66.8	65.2	59.9	57.7	55.6	52.6
(See Def. 1)	WK 2	48.9	51.0	53.4	55.5	59.1	61.4	62.2	63.8	64.4	66.1	66.7	66.1	61.4	59.7	56.9	53.7

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8.
 (OP) Other Programs: See pages A34-A39.

EVE. • WED. SEPT. 27, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. SEPT. 21, 1972

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

13,020								10,890									11,990			
20.1								16.8									18.5			
← Mad Squad →				← The Men →												← Owen Marshall, Counselor at Law →				(OP)
				MIDWINTER (9:00-10:00PM)																
10,170								7,780									10,110			
15.7	15.2*							12.0	12.1*					12.0*	15.6	15.6*		15.5*		
26	26 *							19	19 *					19 *	28	27 *		28 *		
14.9	15.4	16.0		16.3				12.2	11.9	11.7	12.2		15.5	15.7	15.7	15.2				

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

11,340																		22,680																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

20,670								18,010						12,510			
31.9								27.8						19.3			
← The Flip Wilson Show →				← Ironside →				← The Dean Martin Show →									
15,200								14,640						9,460			
25.0	23.2*							22.6	22.6*					14.6	14.3*		14.0*
41	39 *							36	36 *					26	26 *		25 *
22.2	24.2	26.3		27.2				22.5	22.7	23.3	21.8		15.5	15.0	14.4	13.6	

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

15,030								12,180						13,540			
21.2								18.8						20.9			
← Mod Squad →				← The Man →				← Owen Marshall, Counselor at Law →				← On →					
				MIDWINTER (9:00-10:00PM)													
12,250								8,940						11,530			
18.9	18.6*							13.8	14.4*					17.8	17.9*		17.8*
31	32 *							22	23 *					31	31 *		32 *
18.3	18.9	19.3		19.0				15.1	13.6	13.2	13.4		17.8	17.9	18.0		17.5

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

13,350																	19,120																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

18,080								18,470					13,410			
27.9								28.5					20.7			
← The Flip Wilson Show →				← Ironside →				← The Dean Martin Show →								
14,190								15,360					10,040			
21.9	21.3*							23.7	23.9*				15.5	15.5*		15.4*
36	36 *							38	38 *				27	27 *		28 *
20.0	22.5	22.6		22.5				23.6	23.9	23.9	23.2		15.7	15.3	15.5	15.3

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

47.6	49.1	51.0	54.2	57.6	60.3	62.0	63.1	62.2	63.0	63.6	62.2	58.6	57.7	55.9	53.2
40.6	48.4	49.5	53.4	57.1	60.2	62.4	63.3	62.4	62.1	62.1	62.0	58.4	57.4	57.0	54.2

U.S. TV Households: 54,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8.
(OP) Other Programs: See pages A34-A39.

EVE. • THU. SEPT. 28, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • FRI. SEPT. 22, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)					11,280 17.4		12,380 19.1		10,760 16.6		10,560 16.3		11,210 17.3				
ABC TV							Brady Bunch	Partridge Family	Room 222		Odd Couple		Love, American Style				
AVERAGE AUDIENCE (Households (000) & %)					10,240 15.8		11,210 17.3		9,720 15.0		9,330 14.4		9,400 14.5				
SHARE OF AUDIENCE %					29		30		25		24		25				26 *
AVG. AUD. BY 1/4 HR. %					15.4	16.2	16.7	17.9	19.9	15.1	14.2	14.6	14.0	14.6	15.1	14.4	
TOTAL AUDIENCE (Households (000) & %)					15,750 24.3				26,370 40.7								
CBS TV							Sonny and Cher Comedy Hour				New CBS Friday Night Movies "VALLEY OF THE DOLLS" (9:00-11:20PM) (1)						
AVERAGE AUDIENCE (Households (000) & %)					11,020 17.0	14.6*		19.4*	18,600 28.7	27.9*		28.8*		29.5*		28.9*	
SHARE OF AUDIENCE %					30	27 *		34 *	50	47 *		49 *		51 *		51 *	
AVG. AUD. BY 1/4 HR. %					14.1	15.1	18.8	20.0	27.4	28.4	28.7	28.8	29.8	29.3	29.0	28.8	
TOTAL AUDIENCE (Households (000) & %)					16,850 26.0		13,610 21.0		12,640 19.5				9,980 15.4				
NBC TV							Sanford and Son	Little People		Ghost Story					Banyon		
AVERAGE AUDIENCE (Households (000) & %)					15,230 23.5		12,410 19.0		9,660 14.9	15.0*		14.9*	7,710 11.9	12.0*		11.7*	
SHARE OF AUDIENCE %					43		33		25	26 *		25 *	21	21 *		20 *	
AVG. AUD. BY 1/4 HR. %					22.9	24.0	19.8	18.3	14.8	15.2	16.2	15.5	10.2	10.2	10.1	10.2	
TOTAL AUDIENCE (Households (000) & %)					12,310 19.0		13,800 21.3		12,700 19.6		12,190 18.8		12,960 20.0				
ABC TV							Brady Bunch	Partridge Family	Room 222		Odd Couple		Love, American Style				
AVERAGE AUDIENCE (Households (000) & %)					11,020 17.0		12,700 19.6		11,400 17.6		11,340 17.5		10,630 16.4	16.3*		16.6*	
SHARE OF AUDIENCE %					30		33		30		30		30	29 *		30 *	
AVG. AUD. BY 1/4 HR. %					16.5	17.6	19.2	20.0	17.5	17.7	17.8	17.1	16.1	16.5	16.6	16.6	
TOTAL AUDIENCE (Households (000) & %)					13,800 21.3				17,430 26.9								
CBS TV							Sonny and Cher Comedy Hour				New CBS Friday Night Movies "...TICK...TICK...TICK..." (9:00-10:55PM)						
AVERAGE AUDIENCE (Households (000) & %)					10,110 15.6	13.9*		17.2*	12,570 19.4	16.9*		19.3*		21.0*		20.4*	
SHARE OF AUDIENCE %					27	24 *		29 *	34	29 *		33 *		38 *		38 *	
AVG. AUD. BY 1/4 HR. %					13.6	14.3	17.5	16.9	16.3	17.6	19.2	19.3	20.9	21.0	21.6	19.9	
TOTAL AUDIENCE (Households (000) & %)					17,500 27.0		13,410 20.7		15,420 23.8				12,310 19.0				
NBC TV							Sanford and Son	Little People		Ghost Story					Banyon		
AVERAGE AUDIENCE (Households (000) & %)					16,010 24.7		12,180 18.8		12,570 19.4	19.9*		13.8*	8,810 13.6	14.3*		13.0*	
SHARE OF AUDIENCE %					43		32		33	34 *		32 *	25	26 *		24 *	
AVG. AUD. BY 1/4 HR. %					24.0	25.3	19.0	18.6	23.0	19.9	19.2	18.5	14.8	13.7	12.7	13.2	
TV HOUSEHOLDS USING TV WK 1	43.9	46.4	47.9	51.1	53.9	56.2	56.6	57.7	58.0	59.7	59.0	58.9	57.4	58.0	58.3	56.5	
(See Def. 1)	46.0	50.3	51.2	53.2	56.4	58.7	56.6	58.4	59.1	59.4	59.4	58.2	55.8	55.8	55.7	54.6	
WK 2																	

U.S. TV Households: 64,800,000

* Half-hour ratings for immediately preceding and subject quarter-hour.

(R) Repeat, see page 8.

(OP) Other Programs: See pages A34-A39.

† FOR REM. RATINGS SEE OP. PAGES.

EVE • FRI. SEPT. 29, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. SEPT. 23, 1972

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
		TOTAL AUDIENCE (Households (000) & %)					8,550 13.2					9,140 14.1					8,230 12.7				
		ABC TV					Alias Smith and Jones				Streets of San Francisco				Sixth Sense						
		AVERAGE AUDIENCE (Households (000) & %)					5,770 8.9	8.1*			9.8*	7,060 10.9	10.4*			6,540 10.1	10.0*			10.1*	
		SHARE OF AUDIENCE %					16	14 *			17 *	19	18 *			20 *	19 *			19 *	
		AVG. AUD. BY 1/4 HR. %					8.1	8.1	9.5	10.1	10.1	10.6	11.5	11.3	10.1	9.9	10.1			10.0	
		TOTAL AUDIENCE (Households (000) & %)					22,230 34.3	18,400 28.4				15,230 23.5	13,930 21.5		13,410 20.7						
		CBS TV					All In The Family		Bridget Loves Bernie		Mary Tyler Moore Show		Bob Newhart Show		Mission: Impossible						
		AVERAGE AUDIENCE (Households (000) & %)					20,740 32.0	16,850 26.0		14,130 21.8		12,640 19.5		10,890 16.8		17.3*			16.3*		
		SHARE OF AUDIENCE %					56	45		37		34		31		32 *			30 *		
		AVG. AUD. BY 1/4 HR. %					31.4	32.5	26.4	25.6	22.2	21.4	19.5	19.4	17.4	17.2	16.8			15.7	
		TOTAL AUDIENCE (Households (000) & %)					13,870 21.4					21,250 32.8									
		NBC TV					Emergency				NBC Saturday Night At The Movies (THE THOMAS GROWN AFFAIRS (9:00-11:00PM) (Chrysler)										
		AVERAGE AUDIENCE (Households (000) & %)					11,080 17.1	15.3*			18.9*	13,930 21.5	20.7*			20.9*	21.9*			22.7*	
		SHARE OF AUDIENCE %					30	27 *			33 *	38	36 *			38 *	40 *			42 *	
		AVG. AUD. BY 1/4 HR. %					15.1	15.6	18.5	19.3	20.9	20.8	20.8	21.0	21.8	21.9	22.7			22.7	
		TOTAL AUDIENCE (Households (000) & %)					9,660 14.9					10,110 15.6									
		ABC TV					Alias Smith and Jones				Streets of San Francisco				Sixth Sense						
		AVERAGE AUDIENCE (Households (000) & %)					6,670 10.3	9.3*			11.4*	8,160 12.6	12.0*			13.3*	11.3	11.4*			11.1*
		SHARE OF AUDIENCE %					17	15 *			19 *	20	19 *			21 *	19 *	19 *			19 *
		AVG. AUD. BY 1/4 HR. %					9.4	9.2	11.4	11.4	11.7	12.2	13.1	13.6	11.5	11.3	11.1			11.2	
		TOTAL AUDIENCE (Households (000) & %)					23,330 36.0	18,210 28.1		14,130 21.8		12,180 18.8		12,180 18.9							
		CBS TV					All In The Family		Bridget Loves Bernie		Mary Tyler Moore Show		Bob Newhart Show		Mission: Impossible						
		AVERAGE AUDIENCE (Households (000) & %)					21,510 33.2	16,520 25.5		12,700 19.6		11,020 17.0		10,040 15.5		15.1*			16.0*		
		SHARE OF AUDIENCE %					55	42		31		27		26		25 *			28 *		
		AVG. AUD. BY 1/4 HR. %					32.4	34.0	26.1	24.9	19.9	19.3	17.1	16.9	14.8	15.4	16.1			15.0	
		TOTAL AUDIENCE (Households (000) & %)					14,840 22.9					25,010 38.6									
		NBC TV					Emergency				NBC Saturday Night At The Movies (RECTUS KRONEN (9:00-11:00PM) (Chrysler)										
		AVERAGE AUDIENCE (Households (000) & %)					11,080 17.1	14.7*			19.5*	18,210 28.1	27.2*			25.5*	29.4*			27.4*	
		SHARE OF AUDIENCE %					28	24 *			32 *	46	43 *			45 *	49 *			47 *	
		AVG. AUD. BY 1/4 HR. %					14.1	15.3	18.7	20.3	26.9	27.5	28.5	28.5	29.5	29.2	28.2			26.8	
		TV HOUSEHOLDS USING TV WK 1	45.7	47.7	50.1	52.8	56.3	57.3	57.1	58.4	58.6	57.8	57.3	57.4	55.4	54.5	54.3			52.9	
		(See Def. 1) WK 2	47.5	51.2	53.0	55.7	59.1	61.3	61.0	61.7	63.1	63.8	63.6	63.6	61.7	60.2	59.0			56.6	

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hour).

(R) Repeat, see page B.

(OP) Other Programs: See pages A24-A39.

EVE. • SAT. SEPT. 30, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. SEPT. 24, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1	48.8	50.5	52.2	54.5	57.8	59.7	61.2	63.6	63.7	64.7	64.1	63.5	61.0	60.8	55.2	51.3
(See Def. 1)	49.6	50.8	54.3	58.1	61.2	63.1	62.8	64.7	68.2	70.0	70.4	70.5	68.5	67.9	64.8	61.2

U.S. TV Households: 64,600,000. * Half-hour ratings (for immediately preceding and subject quarter-hour).
(CP) Other Programs: See pages A34-A39.

(R) Repeat, see page 8.

EVE. • SUN. OCT. 1, 1972

		TIME																	
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	ABC TV					15,100 23.3					20,280 31.3								
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
						The Rookies								ABC NFL Football Game (NEW YORK GIANTS VS. PHILADELPHIA, 9:00-11:40PM) (1)					
						12,050 18.6	17.6*			19.7*	18.4	18.0*			20.4*			20.7*	18.3*
						29*	28*			30*	30	27*			30*			32*	30*
						16.6	18.5	19.2			20.2	17.6	18.4	19.8	21.0	21.5	19.9	18.5	18.2
W E K 2	CBS TV					17,300 26.7					16,520 25.5	14,770 22.8			15,030 23.2				
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
						Gunsmoke				Here's Lucy		Doris Day Show		New Bill Cosby Show					
						14,450 22.3	21.5*			23.2*	22.4	13,350 20.6			10,560 16.3	17.3*			15.4*
						34	34*			35*	33	30			27	27*			26*
						20.6	22.5	23.4			22.9	21.4	23.4	20.6	20.7	17.8	16.8	16.0	14.7
W E K 3	NBC TV					15,420 23.8					21,510 33.2								
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
						Rowan & Martin Laugh-In								NBC Monday Night At The Movies "BEGUILER"(9:00-10:55PM)					
						11,730 18.1	17.2*			18.9*	21.2	20.9*			21.2*			21.6*	21.1*
						28	27*			28*	33	31*			31*			34*	36*
						17.1	17.3	18.3			19.5	21.4	20.4	21.1	21.2	21.7	21.5	21.2	20.9
W E K 4	ABC TV					14,970 23.1					21,120 32.6								
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
						The Rookies								ABC NFL Football Game (OAKLAND VS. HOUSTON, 9:00-12:05AM) (1)					
						11,920 18.4	17.8*			19.0*	18.0	17.6*			21.1*			20.7*	18.5*
						27	27*			28*	31	26*			31*			32*	30*
						17.5	18.1	19.3			18.8	17.3	18.0	20.8	21.4	21.1	20.3	18.7	18.3
W E K 5	CBS TV					17,880 27.6					15,550 24.0	12,250 18.9			11,790 18.2				
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
						Gunsmoke				Here's Lucy		Doris Day Show		New Bill Cosby Show					
						14,900 23.0	22.8*			23.3*	21.8	11,470 17.7			8,810 13.6	14.0*			13.2*
						34	34*			34*	32	26			22	22*			22*
						22.5	23.1	23.5			23.0	21.0	22.6	17.5	17.9	14.3	13.6	13.8	12.6
W E K 6	NBC TV					16,140 24.9					23,070 35.6								
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
						Rowan & Martin Laugh-In								NBC Monday Night At The Movies "FIRECRACK" 9:00-11:00PM					
						12,380 19.1	18.2*			20.0*	26.2	25.9*			27.0*			26.1*	25.8*
						28	27*			29*	40	37*			39*			41*	43*
						17.5	18.8	18.9			21.1	25.7	26.1	27.1	26.8	26.3	25.9	26.4	25.1
TV HOUSEHOLDS USING TV		WK 1	50.7	53.1	54.3	57.3	61.8	65.0	66.8	67.1	67.2	68.4	67.6	67.9	65.1	62.8	60.2	56.8	
(See Def. 1)		WK 2	54.4	55.8	58.5	62.9	66.9	67.4	67.6	69.1	68.7	69.7	69.0	68.7	64.3	62.5	61.2	58.5	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. OCT. 3, 1972

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00																
W E K 1	TOTAL AUDIENCE (Households (000) & %)						12,570 19.4		23,330 36.0						22,100 34.1																				
	ABC TV						Temperatures Rising			Tuesday Movie of the Week "PLAYMATES" (8:30-10:00PM)					Marcus Welby, M.D.					(OP)															
	AVERAGE AUDIENCE (Households (000) & %)						11,470 17.7		16,910 26.1	23.0*		26.1*		29.2*	19,760 30.5	30.4*		30.6*																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						29 17.4	18.0	40 22.1	36* 23.8	26.0	40* 26.3	28.9	45* 29.6	53 30.2	51* 30.7	30.9	55* 30.2																	
W E K 2	TOTAL AUDIENCE (Households (000) & %)						14,710 22.7		17,040 26.3				15,030 23.2																						
	CBS TV						Maude		Hawaii Five-0			New CBS Tuesday Night Movies "FOOTSTEPS" (9:30-10:55PM)							(OP)																
	AVERAGE AUDIENCE (Households (000) & %)						13,670 21.1		13,670 21.1	19.7*		22.5*	15.0	15.5*		15.1*		14.4*																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						34 20.7	21.6	33 19.3	31* 20.1	22.5	34* 22.4	25 15.8	24* 15.1	25* 15.3	25* 14.9	26* 14.7	26* 14.0																	
W E K 3	TOTAL AUDIENCE (Households (000) & %)						14,190 21.9				11,920 18.4				6,610 10.2																				
	NBC TV						Bonanza				Bold Ones				First Tuesday "VARIOUS SUBJECTS" (10:00-10:55PM)				(OP)																
	AVERAGE AUDIENCE (Households (000) & %)						11,470 17.7	17.6*		17.8*	8,750 13.5	12.7*		14.3*	4,210 6.5	7.6*		5.2*																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 17.4	28* 17.8	18.1	28* 17.5	21 12.9	19* 12.6	14.6	22* 14.0	11 8.4	13* 6.8	5.4	9* 4.9																	
W E K 4	TOTAL AUDIENCE (Households (000) & %)						12,380 19.1		19,700 30.4						19,180 29.6																				
	ABC TV						Temperatures Rising			Tuesday Movie of the Week "NIGHT OF TERROR" (8:30-10:00PM)					Marcus Welby, M.D.					(OP)															
	AVERAGE AUDIENCE (Households (000) & %)						11,080 17.1		15,100 23.3	19.9*		23.9*		26.1*	16,910 26.1	26.5*		25.7*																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 16.7	17.5	35 19.3	30* 20.4	23.2	35* 24.5	25.9	40* 26.3	44 26.7	43* 26.3	26.3	44* 24.9																	
W E K 5	TOTAL AUDIENCE (Households (000) & %)			9,270 14.3			16,200 25.0		19,440 30.0				17,370 26.8																						
	CBS TV			McGovern-CBS- Tuesday 7:30PM			Maude		Hawaii Five-0			New CBS Tuesday Night Movies "VISIONS..." (9:30-11:00PM)																							
	AVERAGE AUDIENCE (Households (000) & %)			7,650 11.8			14,640 22.6		15,620 24.1	23.1*		25.0*	18.6	18.2*		18.9*		18.7*																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			21 11.1	12.5		36 21.5	23.7	36 22.6	34* 23.6	25.2	37* 24.9	30 18.6	28* 17.9	31* 18.7	31* 19.2	18.9	32* 18.9	32* 18.5																
W E K 6	TOTAL AUDIENCE (Households (000) & %)						16,140 24.9				13,670 21.1				10,690 16.5																				
	NBC TV						Bonanza				Bold Ones				NBC Reports "THE CAVE MEN OF MINDANAO" (10:00-11:00PM)																				
	AVERAGE AUDIENCE (Households (000) & %)						12,640 19.5	18.2*		20.7*	10,170 15.7	14.9*		16.4*	8,750 13.5	13.9*		13.0*																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 17.7	29* 18.8	20.7	31* 20.6	24 15.4	22* 14.5	16.6	25* 16.3	23* 14.1	23* 13.7	13.1	23* 12.9																	
TV HOUSEHOLDS USING TV WK 1																				49.8	52.7	55.0	57.6	61.2	62.7	63.1	64.3	64.8	65.8	65.2	63.9	60.6	59.1	57.4	52.7
(See Def. 1) WK 2																				50.9	53.4	54.7	59.0	61.8	64.5	66.3	68.2	67.5	68.0	66.0	64.9	61.4	61.0	59.3	56.0

EVE. • TUE. OCT. 10, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • WED. OCT. 4, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					12,570 19.4		16,330 25.2						12,310 19.0				
	ABC TV							Paul Lynde Show	Wednesday Movie of the Week "ROLLING MAN" (8:30-10:00PM)							Julie Andrews Hour		
	AVERAGE AUDIENCE (Households (000) & %)					10,950 16.9		12,120 18.7		17.7*		19.2*		19.1*	14.4	15.3*		13.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 16.1		29 17.2		27* 18.2		29* 19.2		29* 19.2	26 15.8	26* 14.8		25* 13.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)					18,210 28.1				16,140 24.9				18,470 28.5				
	CBS TV							Carol Burnett Show			Medical Center				Cannon			(OP)
	AVERAGE AUDIENCE (Households (000) & %)					11,660 18.0	15.6*			13,220 20.4	19.7*			15,030 23.2	23.5*			22.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 15.7	25* 15.6			32* 20.4	31* 19.2			32* 21.4	41* 23.1	40* 23.8		42* 22.4
W E K 1	TOTAL AUDIENCE (Households (000) & %)					18,080 27.9		17,630 27.2						12,570 19.4				
	NBC TV							Adam 12	NBC Wednesday Mystery Movie "MADIGAN" (8:30-10:00PM)							Search		
	AVERAGE AUDIENCE (Households (000) & %)					16,140 24.9		12,830 19.8		20.0*		19.9*		9,850 15.2	15.4*			15.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					40 23.6		30 20.2		31* 19.9		30* 19.7		27 15.6	26* 15.1			28* 14.8
W E K 2	TOTAL AUDIENCE (Households (000) & %)					13,410 20.7		17,760 27.4						10,690 16.5				
	ABC TV							Paul Lynde Show	Wednesday Movie of the Week "LT. SCHUSTER'S WIFE" (8:30-10:00PM)							Julie Andrews Hour		
	AVERAGE AUDIENCE (Households (000) & %)					12,180 18.8		12,830 19.8		18.9*		20.2*		8,040 12.4	13.1*			11.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 18.3		30 18.4		29* 19.4		31* 19.9		31* 20.3	22 13.5	23* 12.7		22* 11.3
W E K 2	TOTAL AUDIENCE (Households (000) & %)					17,040 26.3				15,810 24.4				17,950 27.7				
	CBS TV							Carol Burnett Show			Medical Center				Cannon			
	AVERAGE AUDIENCE (Households (000) & %)					11,280 17.4	15.3*			13,280 20.5	20.3*			15,160 23.4	23.4*			23.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 15.3	25* 15.4			30* 19.7	31* 19.3			32* 20.8	42 23.1	41* 23.6		44* 23.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)	2,530 3.9				17,300 26.7		18,990 29.3						13,350 20.6				
	NBC TV							Adam 12	NBC Wednesday Mystery Movie "BANACEK" (8:30-10:00PM)							Search		
	AVERAGE AUDIENCE (Households (000) & %)	2,200 3.4				15,880 24.5		13,540 20.9		21.9*		20.7*		10,240 15.8	16.5*			15.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	6 3.3				39 23.7		32 21.9		34* 21.9		31* 21.0		31* 19.5	28 16.1	29* 16.1		28* 14.8
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		49.2	51.9	53.9	57.4	61.5	63.9	64.1	65.2	65.7	66.0	66.7	66.0	59.5	57.8	55.8	52.6	
WK 2		52.4	55.1	56.7	58.9	61.0	63.8	64.0	65.0	65.4	66.3	65.9	64.6	58.4	56.9	55.0	52.1	

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) Other Programs: See pages A34-A43

EVE • WED. OCT. 11, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. OCT. 5, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					13,930 21.5				9,850 15.2				11,530 17.8				
	ABC TV							Mod Squad				The Men "THE DELPHI BUREAU" (9:00-10:00PM)			Owen Marshall, Counselor at Law			
	AVERAGE AUDIENCE (Households (000) & %)					11,020 17.0				6,930 10.7				9,720 15.0				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 16.0		16.4* 16.7		17.6* 17.3		11.1* 10.5	10.3* 10.3	15.0 15.1	15.2* 15.2		14.8* 14.6	
E K 2	TOTAL AUDIENCE (Households (000) & %)					14,320 22.1				20,670 31.9								
	CBS TV							The Waltons						The CBS Thursday Night Movies "THE UNDEFEATED" (9:00-11:20PM) (1)				
	AVERAGE AUDIENCE (Households (000) & %)					11,150 17.2				14,260 22.0								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 16.1		16.4* 16.8		18.0* 18.6		21.8* 22.2	21.7* 21.7	22.8* 23.2	22.3 22.3		22.1* 22.1	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					19,890 30.7				24,560 37.9				15,550 24.0				
	NBC TV							The Flip Wilson Show				Bob Hope Special (9:00-10:00PM) (Ford Motor Co.)			The Dean Martin Show			
	AVERAGE AUDIENCE (Households (000) & %)					15,750 24.3				20,930 32.3				12,700 19.6				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					39 22.2		22.7* 23.1		25.9* 26.9		31.5* 32.5	33.2* 32.7	19.6 20.8	20.4* 19.9		18.7* 18.0	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					13,740 21.2				11,730 18.1				13,540 20.9				
	ABC TV							Mod Squad				The Men "JIGSAW" (9:00-10:00PM)			Owen Marshall, Counselor at Law			
	AVERAGE AUDIENCE (Households (000) & %)					11,400 17.6				8,940 13.8				11,730 18.1				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 16.7		17.3* 17.8		17.9* 17.5		13.3* 13.9	14.2* 14.7	18.1* 17.7	18.1* 18.5		18.2* 17.7	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					13,740 21.2				20,670 31.9								
	CBS TV							The Waltons						The CBS Thursday Night Movies "MARLOWE" (9:00-10:55PM)				
	AVERAGE AUDIENCE (Households (000) & %)					10,950 16.9				14,000 21.6								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 16.4		16.6* 16.7		17.2* 17.5		21.0* 20.8	21.8* 21.7	22.6* 22.9	22.6* 22.4		20.9* 19.4	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					19,760 30.5				18,140 28.0				14,580 22.5				
	NBC TV							The Flip Wilson Show				Ironside			The Dean Martin Show			
	AVERAGE AUDIENCE (Households (000) & %)					15,490 23.9				14,520 22.4				10,500 16.2				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					38 22.4		22.9* 23.5		24.9* 24.9		22.7* 22.7	22.1* 21.6	16.2 16.7	16.4* 16.0		15.9* 16.2	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		49.9	51.1	53.8	56.3	60.7	62.0	63.4	65.5	66.5	67.7	67.7	67.2	62.5	60.6	58.6	56.8	
WK 2		49.8	53.1	55.3	57.3	60.3	62.6	64.5	65.1	64.0	65.0	66.1	65.6	62.0	61.0	59.8	54.5	

U.S. TV Households 64,800,000
(OP) Other Programs: See pages A34, A43

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

FOR REM RATINGS, SEE OP. PAGES.

EVE. • THU. OCT. 12, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. OCT. 6, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					12,960 20.0		13,610 21.0		13,150 20.3		11,920 18.4		12,380 19.1				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					14,770 22.8				19,570 30.2								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					17,950 27.7		13,280 20.5		15,100 23.3				11,020 17.0				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					12,700 19.6		14,060 21.7		12,250 18.9		11,210 17.3		13,670 21.1				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					13,930 21.5				20,090 31.0								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					18,270 28.2		13,610 21.0		13,410 20.7				10,170 15.7				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					16,520 25.5		11,790 18.2		10,170 15.7		15,810 24.2		7,970 12.3		12,510 19.2		12,110 18.4
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
WK 1	46.7	47.6	49.8	52.9	56.7	59.2	59.3	59.9	61.1	62.4	61.9	61.6	59.3	58.5	57.8	56.0	
WK 2	45.5	48.2	50.6	53.1	56.7	58.2	58.1	58.0	58.7	59.9	59.0	59.0	57.5	57.3	56.6	52.2	

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) Other Programs: See pages A34-A43

EVE. • FRI. OCT. 13, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. OCT. 7, 1972

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						8,420 13.0				13,350 20.6				11,020 17.0							
	ABC TV								Alias Smith and Jones	OP	Streets of San Francisco						Sixth Sense					
	AVERAGE AUDIENCE (Households (000) & %)						6,480 10.0	9.2*		11.1*	10,760 16.6	15.5*		17.7*	9,270 14.3		14.6*		14.0*			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						16 8.9	15 *	10.9	18 *	27 14.4	25 *	17.9	28 *	24 14.9		25 *	14.3	14.3	24 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						23,200 35.8		18,920 29.2		15,620 24.1		14,520 22.4		14,710 22.7							
	CBS TV								All In The Family	Bridget Loves Bernie	Mary Tyler Moore Show		Bob Newhart Show				Mission: Impossible					
	AVERAGE AUDIENCE (Households (000) & %)						21,640 33.4		17,110 26.4		13,740 21.2		12,960 20.0		11,990 18.5		19.1*		18.0*			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						55 32.7		43 34.1	27.2	34 25.7	32 20.8	32 21.6	32 20.3	32 19.6		32 *	18.8	18.1	31 *		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						14,260 22.0				22,360 34.5											
	NBC TV		AL BASEBALL PLAYOFF SATURDAY (DETROIT VS. OAKLAND) (4:00-7:20P.M.)						Emergency								NBC Saturday Night At The Movies "MAROONED" (9:00-11:35P.M.) (2) (Chrysler)					
	AVERAGE AUDIENCE (Households (000) & %)						11,020 17.0	15.2*		18.8*	12,830 19.8	19.2*		18.3*		20.2*		20.3*				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						28 15.2	25 *	18.2	31 *	34 20.4	31 *	17.9	29 *	18.6	19.8	34 *	20.5	20.3	35 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,950 16.9				12,310 19.0				10,820 16.7							
	ABC TV								Kung Fu				Streets of San Francisco				Sixth Sense	OP				
	AVERAGE AUDIENCE (Households (000) & %)						8,550 13.2	12.4*		14.0*	9,070 14.0	12.8*		15.3*	7,520 11.6		10.5*		12.9*			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						22 12.3	21 *	14.1	23 *	23 12.7	21 *	15.4	26 *	21 10.9		18 *	12.6	24 *			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						21,900 33.8		17,110 26.4		16,260 25.1		16,260 25.1									
	CBS TV								All In The Family	Bridget Loves Bernie	Mary Tyler Moore Show						Mission: Impossible		Nixon -CBS- Saturday (10:30-11:00P.M.)			
	AVERAGE AUDIENCE (Households (000) & %)						20,150 31.1		15,940 24.6		14,900 23.0		12,250 18.9	18.7*			19.1*		7,650 11.8			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						52 30.7		41 31.5	24.9	39 24.3	32 23.0	32 18.7	31 *	19.3	33 *	18.8	22	10.8			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,150 20.3				21,640 33.4											
	NBC TV								Emergency													
	AVERAGE AUDIENCE (Households (000) & %)						10,370 16.0	14.4*		17.6*	13,670 21.1	19.1*		20.8*		22.0*		22.8*				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						27 14.1	24 *	17.2	29 *	38 19.0	32 *	20.6	35 *	21.0	21.8	38 *	23.0	43 *			
TV HOUSEHOLDS USING TV			WK 1	51.5	53.1	54.9	57.2	60.4	61.7	61.2	62.0	62.3	62.8	62.8	62.5	60.0	58.9	57.7	56.8			
(See Def. 1)			WK 2	48.1	51.9	53.2	56.1	59.1	60.3	60.1	60.4	59.6	59.8	59.7	58.8	57.6	54.5	52.4				
				(1) Repeat - see page B.															FRI OCT OCT 14 1978			

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) Other Programs: See pages A34-A43

(2) (3) FOR REM. RATINGS SEE OP. PAGES.

(1) NL BASEBALL POST-SATURDAY (7:20-7:30P.M.) (SUSTAINER)

EVE. • SAT. OCT. 14, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. OCT. 8, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					17,950 27.7				23,910 36.9								
AVERAGE AUDIENCE (Households (000) & %)					14,390 22.2				15,420 23.8								
SHARE OF AUDIENCE %					20.1*				24.2*								
AVG. AUD. BY ¼ HR. %					36 19.4				39* 22.0								
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)		9,270 14.3			10,950 16.9		12,050 18.6		13,670 21.1		14,840 22.9						
AVERAGE AUDIENCE (Households (000) & %)		8,100 12.5			9,850 15.2		10,690 16.5		12,120 18.7		11,990 18.5						
SHARE OF AUDIENCE %		23			25		26		29		29						
AVG. AUD. BY ¼ HR. %		12.2	12.7		14.8	15.6	15.9	17.2	18.4	19.1	17.9	18.2	18.9	18.9			
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)		18,730 28.9					19,050 29.4										
AVERAGE AUDIENCE (Households (000) & %)		14,580 22.5					14,190 21.9										
SHARE OF AUDIENCE %		39					34										
AVG. AUD. BY ¼ HR. %		20.9	22.6		23.3	23.1	21.2	21.7	22.2	22.5	22.5	22.7	22.2	19.9			
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,360 23.7				22,740 35.1								
AVERAGE AUDIENCE (Households (000) & %)					11,470 17.7				14,520 22.4								
SHARE OF AUDIENCE %					28				36								
AVG. AUD. BY ¼ HR. %					15.8	16.8	18.6	19.6	21.3	20.7	20.8	20.5	24.4	24.2	24.5	23.6*	22.7
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)		9,850 15.2			12,510 19.3		12,250 18.9		10,240 15.8		18,010 27.8						
AVERAGE AUDIENCE (Households (000) & %)		8,680 13.4			10,950 16.9		11,210 17.3		9,200 14.2		12,310 19.0						
SHARE OF AUDIENCE %		23			27		27		21		30						
AVG. AUD. BY ¼ HR. %		13.0	13.8		15.9	17.8	17.2	17.3	13.9	14.4	14.9	15.9	22.4	22.8			
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)		21,840 33.7					23,910 36.9										
AVERAGE AUDIENCE (Households (000) & %)		17,240 26.6					18,140 28.0										
SHARE OF AUDIENCE %		44					45*										
AVG. AUD. BY ¼ HR. %		23.5	26.9		28.5	27.7	25.9	27.0	28.9	29.6	29.0	27.6	11.6	8.3			
2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV																	
(See Def. 1)																	
WK 1	48.0	50.3	52.3	55.9	59.7	61.0	62.1	63.2	64.0	65.5	64.2	64.6	64.4	61.6	57.2	54.7	
WK 2	53.6	55.5	57.9	59.5	61.8	63.1	64.4	65.9	66.6	67.6	67.2	66.2	62.0	59.1	53.3	50.4	

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) Other Programs: See pages A34-A43

(1) FOR REM. RATINGS SEE OP PAGES

EVE. • SUN. OCT. 15, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • MON. OCT. 16, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					16,140 24.9				21,970 33.9								
AVERAGE AUDIENCE (Households (000) & %)					12,510 19.3				13,480 20.8								
SHARE OF AUDIENCE %					18.1*				20.4*				22.5*		20.6*		20.4*
AVG. AUD. BY ¼ HR. %					30 17.3	28* 19.0			30* 20.8	33 20.1	31* 21.1		33* 22.5		31* 21.2		31* 20.7
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					18,270 28.2				16,390 25.3			15,680 24.2		18,210 28.1			
AVERAGE AUDIENCE (Households (000) & %)					15,230 23.5				14,970 23.1			13,870 21.4		15,810 24.4			
SHARE OF AUDIENCE %					22.9*				24.1*			21.4		24.6*			24.2*
AVG. AUD. BY ¼ HR. %					36 22.2	36* 23.7			36* 24.5	33 22.5	31 23.6	31 21.0		38 23.8	37* 25.3		39* 24.9
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,030 23.2				20,150 31.1								
AVERAGE AUDIENCE (Households (000) & %)					11,530 17.8				13,220 20.4								
SHARE OF AUDIENCE %					16.4*				19.2*				21.2*		20.6*		18.5*
AVG. AUD. BY ¼ HR. %					27 15.9	26* 17.0			28* 19.6	31 21.5	31* 21.4	31* 21.8	31* 20.7	31* 21.0	31* 20.1	31* 19.3	30* 17.8
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,620 24.1				22,360 34.5								
AVERAGE AUDIENCE (Households (000) & %)					11,730 18.1				14,130 21.8								
SHARE OF AUDIENCE %					16.6*				19.6*				22.9*		22.8*		22.3*
AVG. AUD. BY ¼ HR. %					27 15.8	25* 17.4			29* 20.2	36 19.6	30* 20.9	34* 22.6	34* 23.1	36* 23.2	36* 22.5	38* 22.2	38* 22.5
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					17,560 27.1				18,210 28.1			13,610 21.0		13,870 21.4			
AVERAGE AUDIENCE (Households (000) & %)					14,900 23.0				16,460 25.4			12,570 19.4		10,690 16.5			
SHARE OF AUDIENCE %					22.5*				23.7*			19.4		17.5*			15.4*
AVG. AUD. BY ¼ HR. %					35 21.8	34* 23.2			35* 23.2	36 24.5	36 26.3	28 19.8	28 19.0	28 17.8	28* 17.3	28* 15.7	28* 14.8
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					3,950 6.1				16,520 25.5								
AVERAGE AUDIENCE (Households (000) & %)					3,500 5.4				11,080 17.1								
SHARE OF AUDIENCE %					5.4				15.0*								
AVG. AUD. BY ¼ HR. %					9 5.7	9 5.0			26 14.5	23* 15.5	28* 17.4	26 21.2	28* 20.4	27* 19.3	25* 19.0	25* 18.4	24* 16.7
2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV																	
WK 1	52.4	55.1	57.2	59.0	62.3	65.5	67.0	68.3	68.7	70.0	69.2	67.9	66.8	65.7	64.4	61.0	
WK 2	58.1	60.3	61.5	63.7	64.8	66.2	67.2	68.7	70.0	71.2	69.4	68.0	63.4	59.9	56.6	52.5	

U.S. TV Households: 64,600,000

(OP) Other Programs: See pages A34-A41

(1) FOR REM. RATINGS SEE OP PAGES

(R) Repeat, see page 8.

EVE • MON. OCT. 23, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • TUE. OCT. 17, 1972

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2 52.1 55.3 56.6 60.3 65.4 67.5 67.4 67.3 65.6 64.3 62.1 60.5 56.6 55.9 55.4 51.6
50.8 58.3 60.7 63.2 65.9 67.5 68.4 69.9 70.0 70.5 70.3 69.5 64.8 63.6 60.9 56.8

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) Other Programs: See pages A34-A43

EVE. • TUE. OCT. 24, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. OCT. 18, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,580 22.5		15,290 23.6						8,880 13.7					
	ABC TV							Paul Lynde Show	Wednesday Movie of the Week "A GREAT AMERICAN TRAGEDY" (8:30-10:00P.M.)						Julie Andrews Hour				
	AVERAGE AUDIENCE (Households (000) & %)					11,990 18.5		10,690 16.5	16.1*		16.8*			6,350 9.8		10.5*		9.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					28 17.7		23 15.8	24* 16.3		24* 16.7		16.8* 17.1	23* 16.1	15 11.0		16* 10.0	14* 9.3	8.7
E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,940 24.6				16,980 26.2				16,390 25.3					
	CBS TV							Carol Burnett Show	(OP)		Medical Center						Cannon		
	AVERAGE AUDIENCE (Households (000) & %)					11,530 17.8	16.9*		18.9*	13,870 21.4	20.4*			14,060 21.7	21.9*		21.6*		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					27 16.5	25* 17.3		28* 18.9	30 19.6	29* 21.1		22.3* 22.2	31* 22.5	33 21.7	32* 22.1	34* 22.2	34* 21.0	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,490 23.9	30,070 46.4												
	NBC TV						WORLD SERIES PRE GAME WEDNESDAY (8:00-8:15P.M.)							World Series Game - Wednesday (CINCINNATI VS. OAKLAND, 8:15-11:05P.M.)					
	AVERAGE AUDIENCE (Households (000) & %)					14,580 22.5	21,770 33.6			31.4*		33.5*		35.1*		36.6*		36.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					36 22.5	49 26.0			47* 32.0		48* 33.8		48* 35.6		53* 36.5		54* 35.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,820 5.9		12,700 19.6		18,790 29.0						12,380 19.1					
	ABC TV						Political-McGovern ABC Wednesday	Paul Lynde Show		Wednesday Movie of the Week "FAMILY FLIGHT" (8:30-10:00P.M.)						Julie Andrews Hour			
	AVERAGE AUDIENCE (Households (000) & %)			3,430 5.3		10,820 16.7		13,870 21.4	19.3*		22.5*			8,680 13.4		14.6*		12.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			9 5.6		27 15.4		32 17.9	30* 18.5		34* 22.5		34* 22.5	23 15.3		24* 13.8		22* 12.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,600 28.7				14,320 22.1				17,950 27.7					
	CBS TV							Carol Burnett Show			Medical Center		(OP)				Cannon	(OP)	
	AVERAGE AUDIENCE (Households (000) & %)					12,250 18.9	17.9*		19.9*	12,510 19.3	19.4*			15,160 23.4	23.4*		23.5*		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					30 17.7	28* 18.0		31* 20.1	29 19.7	29* 18.8		19.2* 19.7	29* 18.5	40 23.0	39* 24.1		43* 22.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,760 5.8		15,160 23.4		16,650 25.7						12,770 19.7					
	NBC TV						Political-McGovern NBC Wednesday	Adam 12		NBC Wednesday Mystery Movie "COOL MILLION" (8:30-10:00P.M.)						Search			
	AVERAGE AUDIENCE (Households (000) & %)			3,180 4.9		13,610 21.0		12,310 19.0	18.8*		19.2*			9,980 15.4	16.0*		14.9*		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %			9 4.8		33 20.6		29 21.4	29* 19.1		29* 18.5		19.1* 19.0	27 16.2	27* 15.8		27* 15.3	27* 14.5	
TV HOUSEHOLDS USING TV WK 1		54.3	56.7	58.6	62.3	65.8	66.8	67.6	68.9	70.4	72.0	73.2	72.4	68.2	66.8	65.6	62.3		
(See Def. 1)		52.1	53.9	55.4	58.5	62.0	63.8	64.8	65.3	66.4	66.9	67.2	65.7	61.1	59.1	56.6	53.1		
U.S. TV Households		64,600,000																	

EVE. • WED. OCT. 25, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. OCT. 19, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					15,030 23.2				12,250 18.9				13,540 20.9				
	ABC TV							Mod Squad				The Men "ASSIGNMENT VIENNA" (9:00-9:55PM)		(OP) Owen Marshall, Counselor at Law				
	AVERAGE AUDIENCE (Households (000) & %)					11,660 18.0				9,720 15.0				10,630 16.4				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 16.5	17.1* 17.8			28* 18.6	22 14.2	14.6* 15.0	15.5* 15.6	23* 15.3	16.4 16.0	24* 16.4	30* 18.4	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					13,610 21.0				16,200 25.0								
	CBS TV							The Waltons		(OP)				The CBS Thursday Night Movies "THE LEGEND OF LYLAH CLARE"(9:00-10:55PM)				(OP)
	AVERAGE AUDIENCE (Households (000) & %)					10,890 16.8	16.5*			8,940 13.8	13.9*			13.5*		13.9*		13.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 16.0	25* 17.0			21 14.5	21* 13.4			20* 13.8		21* 13.6		24* 13.6
W E K 1	TOTAL AUDIENCE (Households (000) & %)					15,420 23.8	29,550 45.6											
	NBC TV							World Series PRE-THURS. (8:00-8:15PM)										(OP)
	AVERAGE AUDIENCE (Households (000) & %)					15,030 23.2	21,710 33.5											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					39 23.2	50 26.0			47* 31.5	51* 33.8	34.1* 34.4	35.6* 35.9	52* 37.0	36.9* 36.7	54* 35.6		
W E K 2	TOTAL AUDIENCE (Households (000) & %)					14,320 22.1				10,890 16.8				10,950 16.9				
	ABC TV							Peace Is At Hand (7:30-8:00PM) SUSTAINER		Mod Squad			The Men "THE DELPHI BUREAU"		Owen Marshall, Counselor at Law			(OP)
	AVERAGE AUDIENCE (Households (000) & %)					11,470 17.7	16.9*			8,360 12.9	13.0*			9,010 13.9	14.0*			13.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 16.3	27* 17.5			19 13.4	19* 12.7			23 14.3	23* 13.7			24* 14.0
W E K 2	TOTAL AUDIENCE (Households (000) & %)					13,020 20.1				22,160 34.2								
	CBS TV							The Waltons						The CBS Thursday Night Movies "GUESS WHO'S COMING TO DINNER"(9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					10,110 15.6	15.0*			16,650 25.7	23.8*			25.7*		26.8*		26.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 14.9	24* 15.1			41 22.9	36* 24.7			38* 26.0	44* 26.7	46* 26.9		46* 25.6
W E K 2	TOTAL AUDIENCE (Households (000) & %)					20,670 31.9				17,500 27.0				11,990 18.5				
	NBC TV							The Flip Wilson Show										
	AVERAGE AUDIENCE (Households (000) & %)					16,460 25.4	24.2*			14,640 22.6	23.0*			9,660 14.9	15.6*			14.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					40 23.4	39* 25.0			34 23.2	34* 22.8			33* 21.6	26* 15.7			24* 13.6
TV HOUSEHOLDS USING TV WK 1		53.9	56.0	57.8	60.8	64.2	65.6	67.6	68.0	66.5	67.0	67.9	67.8	66.5	64.8	60.9	52.4	
(See Def. 1)		52.8	54.6	56.4	58.6	61.2	62.8	64.9	66.0	66.5	67.3	67.3	66.5	61.4	60.0	58.8	56.0	

U.S. TV Households 64,600,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(OP) Repeat, see page B.

(OP) Other Programs: See page A34 (A-11)

... END OF DAYTIME OFF NO DAMAGE

EVE. • THU. OCT. 26, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. OCT. 20, 1972

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,510 8.5		13,350 20.6		12,960 20.0		13,410 20.7		18,400 28.4					7,260 11.2	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
					Democrats For Nixon		Brady Bunch		Partridge Family		Room 222		Love, American Style				Political-McGovern-ABC Friday		
E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					16,650 25.7				9,070 14.0				10,560 16.3				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
W E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)			7,130 11.0		14,060 21.7				22,680 35.0				16,910 26.1				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
					Political-Nixon NBC Friday		Lion At Worlds End (8:00-9:00PM) (AT & T)				How To Handle A Woman (9:00-10:00PM) (Times Corp.)				American Experience "THE FABULOUS COUNTRY" (10:00-11:00 PM) (American Airlines, Inc.)				
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					11,990 18.5		13,740 21.2		13,350 20.6		13,090 20.2		14,260 22.0				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					16,070 24.8				16,850 26.0								
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
W E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					17,820 27.5		13,020 20.1		13,800 21.3				12,250 18.9				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
TV HOUSEHOLDS USING TV WK 1			49.9	50.9	50.7	52.9	57.2	58.9	59.6	61.3	62.0	62.5	61.8	60.5	58.0	55.1	50.5	47.0	
(See Def. 1) WK 2			51.8	53.6	55.0	57.2	58.5	59.6	60.2	61.0	59.5	59.3	60.0	60.0	57.5	56.6	54.9	52.1	

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat—see page B.

EVE. • FRI. OCT. 27, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • SAT. OCT. 21, 1972

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						8,230 12.7					15,360 23.7							
	ABC TV								Alias Smith and Jones		(OP)				NCAA Football Game #2 (1) ARKANSAS VS. TEXAS, 9:00-12:05P.M.)				
	AVERAGE AUDIENCE (Households (000) & %)						5,640 8.7	7.9*		9.6*	7,840 12.1	13.1*		13.8*		12.5*		11.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						15 7.6	13 *	9.5	16 *	22 12.8	22 *	14.0	24 *	13.5	22 *	11.7	11.5	21 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						23,070 35.6		20,150 31.1		16,590 25.6		14,900 23.0		14,770 22.8				
	CBS TV								All In The Family	Bridget Loves Bernie	Mary Tyler Moore Show	Bob Newhart Show			Mission: Impossible				
	AVERAGE AUDIENCE (Households (000) & %)						21,190 32.7		18,340 28.3		15,030 23.2		13,540 20.9		12,120 18.7		18.7*		18.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						54 31.7	33.6	46 28.8	27.7	38 23.4	23.0	35 21.1	20.8	33 18.3	33 *	19.0	18.9	34 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						13,930 21.5				19,830 30.6								
	NBC TV								Emergency						NBC Saturday Night At The Movies "FOOL'S PARADE" (9:00-11:00P.M.)				
	AVERAGE AUDIENCE (Households (000) & %)						11,020 17.0	15.4*		18.5*	13,670 21.1	20.0*		21.4*		21.7*		21.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 15.1	26 *		30 *	36 19.7	33 *		36 *		38 *		39 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						9,460 14.6				11,080 17.1				9,070 14.0				
	ABC TV								Alias Smith and Jones		(OP)		Streets of San Francisco					Sixth Sense	
	AVERAGE AUDIENCE (Households (000) & %)						6,610 10.2	8.9*		11.6*	8,680 13.4	12.8*		14.1*	7,320 11.3		11.5*		11.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						16 8.7	14 *	9.2	18 *	21 12.6	20 *		22 *	19 11.6		19 *		19 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						22,870 35.3		16,390 25.3		14,390 22.2		12,770 19.7		13,540 20.9				
	CBS TV								All In The Family	Bridget Loves Bernie	Mary Tyler Moore Show	Bob Newhart Show			Mission: Impossible				
	AVERAGE AUDIENCE (Households (000) & %)						20,800 32.1		14,580 22.5		13,480 20.8		11,790 18.2		10,950 16.9		17.4*		16.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						51 31.4	32.8	36 22.7	22.3	33 20.7	20.9	29 18.1	18.3	29 17.7	29 *	17.1	16.5	28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						27,220 42.0												
	NBC TV														NBC Saturday Night At The Movies "IT'S A MAD, MAD, MAD, MAD WORLD" (8:00-11:10P.M.) (1) (Chrysler)				
	AVERAGE AUDIENCE (Households (000) & %)						15,940 24.6	18.6*		23.3*		25.5*		26.6*		26.4*		26.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						40 18.2	30 *		37 *		40 *		42 *		44 *		46 *	
TV HOUSEHOLDS USING TV (See Def. 1)			WK 1	51.9	53.5	54.8	57.2	59.0	60.9	60.7	61.1	60.7	61.0	60.2	59.7	57.4	56.9	55.7	54.2
			WK 2	53.1	55.1	57.2	59.0	62.3	63.7	63.1	63.3	63.4	63.9	62.7	63.3	61.2	60.0	57.9	56.2

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(OP) Other Programs: See pages A34-A41.

(R) Repeat, see page B.

(1) FOR REM. RATINGS SEE OP. PAGES.

EVE • SAT. OCT. 28, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. OCT. 22, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

17,300 26.7									24,690 38.1								
← The F.B.I. → The ABC Sunday Night Movie "THE ADVENTURERS" (9:00-12:15AM) (1)																	
13,870 21.4									12,640 19.5								
21.4									19.5								
33									36								
18.5									21.3								
9,720 15.0									12,700 19.6								
Anna And The King M*A*S*H Sandy Duncan Show New Dick Van Dyke Show ← Mannix → (OP)																	
8,040 12.4									11,340 17.5								
12.4									17.5								
20									27								
12.1									17.5								
19,500 30.1									21,840 33.7								
Wonderful World of Disney "HIGH FLYING SPY" PART I (7:30-8:30PM) NBC Sunday Mystery Movie "MCILLAN AND WIFE" (8:30-10:00PM) Night Gallery																	
14,130 21.8									15,230 23.5								
21.8									21.5								
35									36								
21.6									21.6								
20,150 31.1									23,260 35.9								
← The F.B.I. → The ABC Sunday Night Movie "WHAT EVER HAPPENED TO AUNT ALICE?" (9:00-11:00PM)																	
16,720 25.8									15,490 23.9								
25.8									23.9								
38									39								
23.1									25.6								
18,140 28.0									14,710 22.7								
You're Elected Charlie Brown (7:30-8:00PM) Yellow Submarine (8:00-9:30PM) ← Mannix →																	
16,140 24.9									10,690 16.5								
24.9									16.5								
38									27								
24.3									14.7								
18,400 28.4									22,550 34.8								
Wonderful World of Disney "HIGH FLYING SPY" PART II (7:30-8:30PM) NBC Sunday Mystery Movie "MEC RAMSEY" (8:30-10:00PM) Night Gallery																	
12,570 19.4									15,150 24.3								
19.4									21.8								
29									32								
17.9									25.5								
55.6	58.0	60.6	61.8	63.2	64.5	64.4	65.1	65.8	65.6	65.6	64.6	60.3	58.5	54.6	53.3		
60.1	62.4	64.5	66.8	68.1	68.2	67.9	68.9	67.8	66.9	65.6	64.9	60.2	58.1	52.9	49.7		

(R) Repeat, see page B.

EVE. • SUN. OCT. 29, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • MON. OCT. 30, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,070 24.8				24,490 37.8								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					12,700 19.6				15,750 24.3								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 17.8	18.5* 29 *		20.8* 32 *	23.7* 35 *		26.4* 39 *		25.7* 39 *		24.2* 41 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,820 27.5				13,540 20.9		10,950 16.9				5,900 9.1		
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					15,490 23.9				12,050 18.6		7,650 11.8				4,340 6.7		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					36 22.7	23.4* 35 *		24.5* 36 *	18.2 19.1	13.3	11.0		11.5	11.3	7.3		6.0
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					14,770 22.8				20,540 31.7								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,890 16.8				14,390 22.2								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 15.0	15.5* 23 *		18.2* 27 *	20.2* 30 *		22.9* 35 *		23.1* 36 *		22.6* 40 *		
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					5,700 8.8		4,470 6.9		23,650 36.5								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					4,730 7.3		4,020 6.2		14,130 21.8								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					11 8.0		10 5.7		37 20.7		24.0* 36 *		24.8* 39 *		23.0* 40 *		
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					25,140 38.8				16,460 25.4		13,480 20.8		13,020 20.1				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					20,350 31.4				14,390 22.2		12,180 18.8		9,910 15.3				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					48 27.6	29.6* 45 *		33.2* 51 *	21.8 22.6	18.7	18.9		16.8	15.8	14.9		12.9
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					10,950 16.9		7,970 12.3		16,980 26.2								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					8,290 12.8		6,740 10.4		9,400 14.5								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 13.9		16 10.3		24 14.5		14.3* 22 *		14.3* 22 *		14.5* 24 *		14.7* 27 *
TV HOUSEHOLDS USING TV WK 1		58.5	59.3	60.7	62.7	65.0	67.1	68.6	68.6	68.1	68.6	66.7	65.8	64.6	62.3	58.2	52.8	
(See Def. 1)		59.4	60.8	62.1	63.8	65.2	65.9	65.6	65.7	66.0	65.7	64.4	63.8	60.9	58.3	55.9	51.5	

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(1) Other Programs: See pages A34-A43.

(1) FOR REM. RATINGS SEE OP PAGES

(R) Repeat, see page B.

EVE • MON. NOV. 6, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • TUE. OCT. 31, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					12,120 18.7		20,090 31.0						21,320 32.9				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					16,850 26.0		20,480 31.6				16,780 25.9						
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					14,320 22.1				15,290 23.6							3,430 5.3	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	7,650 11.8		7,390 11.4		8,750 13.5		8,680 13.4		8,620 13.3		9,400 14.5		7,970 12.3		7,260 11.2		
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	9,530 14.7		12,640 19.5		13,540 20.9		13,410 20.7		13,150 20.3		12,830 19.8		13,150 20.3		12,700 19.6		
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	8,880 13.7		11,530 17.8		12,180 18.8		13,610 21.0		13,800 21.3		13,540 20.9		13,280 20.5		12,050 18.6		
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV WK 1	55.1	57.4	58.9	60.2	63.1	64.6	65.5	66.7	66.6	66.7	66.3	65.8	61.3	58.8	56.8	52.4	
(See Def. 1)	66.5	67.4	67.7	68.6	69.3	69.0	69.1	68.8	68.0	67.0	66.2	64.9	60.9	57.1	54.6	51.4	

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(OP) Other Programs: See pages A34-A43

(R) Repeat, see page B.

EVE • TUE. NOV. 7, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. NOV. 1, 1972

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)						15,490 23.9		20,870 32.2						12,830 19.8				
	ABC TV						Paul Lynde Show		Wednesday Movie of the Week "THAT CERTAIN SUMMER" (8:30-10:00PM)						Julie Andrews Hour				
	AVERAGE AUDIENCE (Households (000) & %)						13,610 21.0		15,230 23.5						9,330 14.4				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32 19.6		35 22.4						26 15.5				
W E K 2	TOTAL AUDIENCE (Households (000) & %)						17,630 27.2				16,010 24.7				20,020 30.9				
	CBS TV						Carol Burnett Show		(OP)		Medical Center				(OP)		Cannon		
	AVERAGE AUDIENCE (Households (000) & %)						12,380 19.1		19.1*		12,310 19.0				15,680 24.2				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						29 19.4		29* 18.7		28 16.9				31* 20.6				
W E K 3	TOTAL AUDIENCE (Households (000) & %)						18,270 28.2						14,320 22.1					6,350 9.8	
	NBC TV						NBC Wednesday Mystery Movie "BANACEK" (8:00-9:30PM)								Search			Pol-McGovern NBC-Wednesday (10:30-11:00PM)	
	AVERAGE AUDIENCE (Households (000) & %)						12,570 19.4		17.9*		20.4*		9,660 14.9		14.0*			4,860 7.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						29 17.7		27* 18.1		30* 20.7		24 19.5		21* 14.2			14 8.3	
W E K 4	TOTAL AUDIENCE (Households (000) & %)						13,610 21.0		15,160 23.4						13,930 21.5				
	ABC TV						Paul Lynde Show		Wednesday Movie of the Week "THE CROOKED HEARTS" (8:30-10:00PM)						Julie Andrews Hour				
	AVERAGE AUDIENCE (Households (000) & %)						12,380 19.1		10,890 16.8						10,300 15.9				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 18.8		25 19.4		23* 15.9		17.1* 17.4		26* 17.3				
W E K 5	TOTAL AUDIENCE (Households (000) & %)						19,310 29.8				17,430 26.9				10,370 16.0				
	CBS TV						Carol Burnett Show				Medical Center				What Happened Last Night (10:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)						13,930 21.5		18.2*		15,100 23.3				6,930 10.7				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32 18.1		27* 18.3		35 22.5				19 13.5				
W E K 6	TOTAL AUDIENCE (Households (000) & %)						16,780 25.9		17,560 27.1						17,950 27.7				
	NBC TV						Adam 12		NBC Wednesday Mystery Movie "MADIGAN" (8:30-10:00PM)						Search				
	AVERAGE AUDIENCE (Households (000) & %)						15,230 23.5		12,640 19.5						14,190 21.9				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						35 22.9		29 20.7						40 22.6				

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
(See Def. 1)	57.3	58.8	60.2	62.4	65.1	66.4	67.5	68.0	68.7	69.1	67.5	64.7	59.7	57.4	53.1	50.8				
	60.0	60.8	62.5	64.8	66.8	67.5	68.3	68.8	67.6	67.9	66.9	65.3	60.2	57.2	53.8	49.0				

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) Other Programs: See pages A34-A43.

EVE. • WED. NOV. 8, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • THU. NOV. 2, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
W E E K	ABC TV						Mod Squad					The Men "JIGSAW" (9:00-10:00PM)			Owen Marshall, Counselor at Law (OP)					
	TOTAL AUDIENCE (Households (000) & %)						15,620 24.1					11,990 18.5			13,220 20.4					
	AVERAGE AUDIENCE (Households (000) & %)						12,570 19.4					9,590 14.8			11,400 17.6					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						29 18.0					23 14.9			32 18.0					
1	CBS TV						The Waltons					The CBS Thursday Night Movies "THE DIRTY DOZEN" PART 1 (9:00-10:55PM)							(OP)	
	TOTAL AUDIENCE (Households (000) & %)						14,580 22.5					16,010 24.7								
	AVERAGE AUDIENCE (Households (000) & %)						11,990 18.5					11,280 17.4							16.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 18.0					27 17.2							32 15.0	
2	NBC TV						The Flip Wilson Show					Ironside			The Dean Martin Show				(OP)	
	TOTAL AUDIENCE (Households (000) & %)						18,790 29.0					18,660 28.8			12,830 19.8					
	AVERAGE AUDIENCE (Households (000) & %)						14,320 22.1					15,750 24.3			10,370 16.0				15.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						34 20.2					38 24.2			29 17.0				29 14.9	
W E E K	ABC TV						Mod Squad					The Men "ASSIGNMENT: VIENNA" (9:00-10:00PM)			Owen Marshall, Counselor at Law					
	TOTAL AUDIENCE (Households (000) & %)						13,280 20.5					10,110 15.6			11,280 17.4					
	AVERAGE AUDIENCE (Households (000) & %)						10,890 16.8					7,450 11.5			10,040 15.5					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 16.2					18 11.3			26 15.4					
2	CBS TV						The Waltons					The CBS Thursday Night Movies "WAIT UNTIL DARK" (9:00-11:10PM) (1)								
	TOTAL AUDIENCE (Households (000) & %)						15,100 23.3					21,380 33.0								
	AVERAGE AUDIENCE (Households (000) & %)						12,830 19.8					14,520 22.4							22.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 19.2					37 21.3							39 23.0	
A 9	NBC TV						The Flip Wilson Show					Ironside			The Dean Martin Show					
	TOTAL AUDIENCE (Households (000) & %)						19,440 30.0					19,700 30.4			13,480 20.8					
	AVERAGE AUDIENCE (Households (000) & %)						15,940 24.6					15,680 24.2			10,950 16.9				16.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						37 23.7					38 24.6			29 17.3				28 15.4	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		WK 2	56.7	58.7	58.5	61.4	64.0	65.9	67.0	66.6	64.7	64.3	64.0	62.8	58.5	57.2	54.3	49.1		
			57.9	59.7	60.3	62.1	65.2	66.8	66.1	66.6	64.4	64.5	63.8	62.8	60.4	59.9	59.1	57.2		

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(OP) Other Programs: See pages A34-A43 (1) FOR REN. RATINGS, SEE OP PAGES.

EVE • THU. NOV. 9, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • FRI. NOV. 3, 1972

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						13,220 20.4		15,230 23.5		13,670 21.1		12,250 18.9		17,500 27.0				
	ABC TV						Brady Bunch		Partridge Family		Room 222		Odd Couple		Love, American Style				(OP)
	AVERAGE AUDIENCE (Households (000) & %)						12,180 18.8		13,540 20.9		12,180 18.8		11,020 17.0		12,960 20.0		18.7*		21.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 18.3	19.3	33 20.1	21.7	30 19.1	18.5	28 17.0	17.0	36 17.9	33* 19.5	21.8	41* 21.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,680 24.2				17,820 27.5					8,680 13.4			
	CBS TV								Sonny and Cher Comedy Hour (OP)				Friday Night CBS Movie® "THE DIRTY DOZEN" PART II (9:00-10:30PM)						Pol-McGovern-- CBS-Friday 10:30
	AVERAGE AUDIENCE (Households (000) & %)						11,530 17.8	16.2*		19.8*	12,830 19.8	19.3*		20.3*			19.7*	11.2	7,260
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 16.2	26* 16.2		32* 19.9	33 19.7	31* 19.9		34* 20.5		21.6	34* 17.7	22 11.7	22 10.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						17,240 26.6		11,730 18.1		12,120 18.7				12,960 20.0				
	NBC TV						Sanford and Son		Little People				Ghost Story				Banyon		
	AVERAGE AUDIENCE (Households (000) & %)						15,810 24.4		10,430 16.1		9,850 15.2	15.5*		14.9*	9,010 13.9		13.1*		14.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						39 23.9	24.9	26 16.0	14.1	25 15.5	25* 15.5		25* 15.3	25 12.7	23* 13.6	23* 15.1	28* 14.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,480 20.8		14,520 22.4		12,960 20.0		12,440 19.2		14,260 22.0				
	ABC TV						Brady Bunch		Partridge Family		Room 222		Odd Couple		Love, American Style				
	AVERAGE AUDIENCE (Households (000) & %)						11,590 18.5		13,670 21.1		11,470 17.7		11,470 17.7		11,600 17.9		18.4*		17.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 17.9	19.1	33 20.8	21.4	28 17.8	17.7	29 17.1	18.3	31 18.4	31* 18.4	31* 17.6	31* 17.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,100 23.3				18,530 28.6								
	CBS TV								Sonny and Cher Comedy Hour				Friday Night CBS Movie "HORNETS" NEST (9:00-10:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)						11,020 17.0	15.2*		18.8*	13,480 20.8	20.0*		20.7*			21.8*		20.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 15.2	25* 15.2		30* 18.4	35 19.2	32* 20.3		33* 20.8		21.8	37* 21.7	37* 21.5	37* 20.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,690 27.3		14,390 22.2		14,000 21.6				10,950 16.9				
	NBC TV						Sanford and Son		Little People				Ghost Story				Banyon		
	AVERAGE AUDIENCE (Households (000) & %)						16,260 25.1		12,830 19.8		11,080 17.1	17.5*		16.7*	9,200 14.2		14.2*		14.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						41 24.6	25.7	31 20.0	19.7	27 17.8	28* 17.2		27* 17.0	24 16.4	24* 14.3	24* 14.1	25* 14.3	25* 14.1
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)			53.6	55.9	55.8	57.8	62.0	63.0	62.6	62.5	61.8	62.0	61.0	59.5	58.1	56.8	53.3	50.3	
WK 2			54.9	56.2	56.3	57.6	60.7	62.4	63.1	63.7	62.6	62.4	61.9	62.0	60.0	59.3	57.7	55.2	

U.S. TV Households: 64,600,000

(OP) Other Programs: See pages A34-A43.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

EVE • FRI. NOV. 10, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • SAT. NOV. 4, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)					8,490 13.1				9,330 14.4				8,360 12.9				
ABC TV					Alias Smith and Jones (OP) The Streets of San Francisco The Sixth Sense												
AVERAGE AUDIENCE (Households (000) & %)					6,420 9.9	9.2*		10.6*	7,130 11.0	10.4*		11.5*	6,870 10.6	10.2*		11.0*	
SHARE OF AUDIENCE %					16	14 *		17 *	18	17 *		19 *	19	18 *		20 *	
AVG. AUD. BY ¼ HR. %					9.3	9.1	10.6	10.6	10.1	10.7	11.4	11.5	10.2	10.3	10.9	11.2	
TOTAL AUDIENCE (Households (000) & %)					25,340 39.1		18,920 29.2		16,140 24.9		14,130 21.8		12,830 19.8				
CBS TV					All In The Family Bridget Loves Bernie Mary Tyler Moore Show Bob Newhart Show Mission: Impossible												
AVERAGE AUDIENCE (Households (000) & %)					23,780 36.7		17,760 27.4		14,840 22.9		12,700 19.6		10,560 16.3	16.8*		15.8*	
SHARE OF AUDIENCE %					57		44		37		33		29	29 *		29 *	
AVG. AUD. BY ¼ HR. %					36.1	37.2	28.1	26.7	23.0	22.9	19.5	19.6	17.3	16.3	15.9	15.6	
TOTAL AUDIENCE (Households (000) & %)					15,290 23.6				22,490 34.7								
NBC TV					Emergency NBC Saturday Night At The Movies "THE WAY WEST" (9:00-11:30PM)(1)												
AVERAGE AUDIENCE (Households (000) & %)					11,530 17.8	15.5*		20.1*	15,420 23.8	23.1*		24.3*		24.0*		24.4*	
SHARE OF AUDIENCE %					28	24 *		32 *	42	38 *		41 *		42 *		44 *	
AVG. AUD. BY ¼ HR. %					15.0	16.0	19.1	21.1	23.0	23.1	24.5	24.0	24.0	24.1	24.3	24.6	
TOTAL AUDIENCE (Households (000) & %)					11,470 17.7				12,510 19.3				9,530 14.7				
ABC TV					Kung Fu (11:00-11:30PM) Streets of San Francisco Sixth Sense												
AVERAGE AUDIENCE (Households (000) & %)					9,200 14.2	13.0*		15.4*	9,530 14.7	14.0*		15.4*	7,450 11.5	12.4*		10.6*	
SHARE OF AUDIENCE %					22	20 *		24 *	24	22 *		25 *	20	22 *		19 *	
AVG. AUD. BY ¼ HR. %					12.7	13.2	15.3	15.5	13.7	14.3	15.3	15.5	13.0	11.7	10.9	10.3	
TOTAL AUDIENCE (Households (000) & %)					22,230 34.3		17,240 26.6		15,810 24.4		14,130 21.8		12,510 19.3				
CBS TV					All In The Family Bridget Loves Bernie Mary Tyler Moore Show Bob Newhart Show Mission: Impossible												
AVERAGE AUDIENCE (Households (000) & %)					20,540 31.7		16,140 24.9		14,450 22.3		13,020 20.1		10,760 16.6	16.8*		16.4*	
SHARE OF AUDIENCE %					49		39		36		33		30	29 *		30 *	
AVG. AUD. BY ¼ HR. %					31.4	32.0	25.2	24.5	22.1	22.4	20.5	19.7	16.8	16.9	16.7	16.2	
TOTAL AUDIENCE (Households (000) & %)					14,000 21.6				21,380 33.0								
NBC TV					Emergency NBC Saturday Night At The Movies "GIANI" PART 1 (9:00-11:20PM)(1) (Chrysler)												
AVERAGE AUDIENCE (Households (000) & %)					11,080 17.1	15.1*		19.0*	14,320 22.1	21.0*		21.4*		22.6*		23.0*	
SHARE OF AUDIENCE %					27	23 *		30 *	38	33 *		35 *		39 *		42 *	
AVG. AUD. BY ¼ HR. %					14.9	15.3	18.7	19.3	21.2	20.9	21.5	21.4	22.3	22.8	23.2	22.9	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)	56.5	58.0	59.8	62.5	63.9	64.3	63.1	62.6	61.7	61.5	59.4	58.9	57.6	56.4	55.7	54.8	
WK 2	57.4	59.6	60.6	62.1	64.3	64.8	64.1	63.7	62.5	63.1	62.1	61.0	58.0	57.0	55.8	54.3	

U.S. TV Households: 64,800,000

* Half-Hour ratings (for immediately preceding and subject quarter-hours)

(R) Repeat, see page B.

(OP) Other Programs: See pages A34-A43

(1) FOR REM. RATINGS SEE OP PAGES.

EVE • SAT. NOV. 11, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • SUN. NOV. 5, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					16,200 25.0				20,020 30.9								
	ABC TV					The F.B.I.					The ABC Sunday Night Movie ® "MON. RYAN'S EXPRESS"(9:00-11:25PM)(1)							
	AVERAGE AUDIENCE (Households (000) & %)					12,310 19.0	18.2*		19.8*	12,510 19.3	18.6*		17.8*		20.5*		20.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 17.8	28 *	19.8	30 *	18.7	28 *	18.6	17.9	17.8	20.3	35 *	21.2	41 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)		14,000 21.6			12,830 19.8		10,630 16.4		10,890 16.8		16,260 25.1						
	CBS TV		Jackson 5 Show			M*A*S*H		Sandy Duncan Show		Dick Van Dyke Show		Mannix						(OP)
	AVERAGE AUDIENCE (Households (000) & %)		12,050 18.6			11,280 17.4		9,850 15.2		9,910 15.3		11,790 18.2	15.1*			21.9*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		29 17.7		19.5	26 17.1	17.7	23 15.0	15.4	23 15.5	15.1	30 14.5	24 *	15.6	21.8	38 *	22.0	
W E K 1	TOTAL AUDIENCE (Households (000) & %)			19,250 29.7				23,520 36.3							8,420 13.0			
	NBC TV			NBC NFL FTBL. GAME #2 (OAKLAND VS. KANSAS CITY, 4:00-7:05PM)		Wonderful World of Disney				NBC Sunday Mystery Movie "COLUMBO"(8:30-10:00PM)					Political- McGovern- NBC-Sunday (10:00-10:30PM)			
	AVERAGE AUDIENCE (Households (000) & %)			14,970 23.1	22.3*		23.9*	17,300 26.7	25.2*		27.6*		27.4*		6,870 10.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			36 23.7	35 *	23.8	36 *	41 23.9	38 *	27.2	42 *	28.5	43 *	26.3	18 11.5	9.7		
W E K 2	TOTAL AUDIENCE (Households (000) & %)					18,470 28.5				32,920 50.8								
	ABC TV					The F.B.I.					The ABC Sunday Night Movie "TRUE GRIT"(9:00-11:35PM)(1)							
	AVERAGE AUDIENCE (Households (000) & %)					14,900 23.0	21.1*		25.0*	25,210 38.9	38.8*		40.2*		40.4*		39.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 20.1	31 *	23.9	35 *	63 37.8	55 *	40.2	59 *	40.2	63 *	40.2	68 *	
W E K 1	TOTAL AUDIENCE (Households (000) & %)		11,340 17.5			11,790 18.2		10,560 16.3		8,100 12.5		10,630 16.4						
	CBS TV		Anna And The King			M*A*S*H		Sandy Duncan Show		Dick Van Dyke Show		Mannix						
	AVERAGE AUDIENCE (Households (000) & %)		9,530 14.7			10,300 15.9		9,140 14.1		7,260 11.2		7,780 12.0	10.5*		13.4*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		22 14.5	15.0		23 15.8	16.0	20 14.0	14.2	16 11.4	15 *	18 11.0	15 *	11.0	21 *	13.4		
W E K 2	TOTAL AUDIENCE (Households (000) & %)		18,730 28.9			21,120 32.6				14,580 22.5					6,480 10.0			
	NBC TV		CLEMON WILSON AND THE MIRACLE OF P.S. 14 (7:30-8:00P.M.) IDEAL TOY CORP.			Snoopy At The Ice Follies (8:00-9:00P.M.) AMERICAN GAS ASSN. ®				Trouble With People (9:00-10:00P.M.) AMER. TEL. & TEL. CO.				Night Gallery				
	AVERAGE AUDIENCE (Households (000) & %)		16,520 25.5			17,110 26.4	26.0*		26.7*	10,890 16.8	17.3*		16.3*		5,440 8.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		39 25.3	25.8		38 26.4	38 *	26.9	38 *	24 18.0	25 *	16.7	24 *	15.8	13 8.9	7.9		
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		57.6	59.7	62.2	64.1	65.1	66.5	66.6	67.1	66.8	66.0	64.5	63.2	59.3	56.4	51.8	49.6	
WK 2		60.4	63.3	65.0	66.1	68.0	68.9	69.6	71.7	71.0	70.1	68.6	67.4	64.4	63.0	58.9	56.8	

U.S. TV Households: 64,800,000

* H-1F-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) Other Programs: See pages A34-A35.

(1) FOR REM, RATINGS SEE OP PAGES

EVE • SUN. NOV. 12, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • MON. NOV. 13, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,130 21.8				19,830 30.6							
	ABC TV								The Rookies				ABC NFL Football Game (CLEVELAND VS. SAN DIEGO, 9:00-11:35PM) (1)				
	AVERAGE AUDIENCE (Households (000) & %)					11,400 17.6	16.5*		18.8*	11,660 18.0	17.7*		18.3*		18.2*		18.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 15.7	25 *	18.5	27 *	28 17.8	26 *		26 *		27 *		28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,600 28.7				15,490 23.9			13,020 20.1		12,640 19.5		
	CBS TV								Gunsmoke		Here's Lucy		Doris Day Show		Bill Cosby Show		
	AVERAGE AUDIENCE (Households (000) & %)					15,680 24.2	23.0*		25.3*	14,130 21.8		12,050 18.6		10,430 16.1		16.8*	15.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					35 22.3	34 *	25.5	36 *	31 21.4		27 18.9		25 16.9		25 *	24 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,680 24.2				22,550 34.8							
	NBC TV								Rowan & Martin Laugh-In				NBC Monday Night At The Movies "GIANT" PART II (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					11,860 18.3	17.7*		19.0*	16,780 25.9	24.0*		26.7*		27.1*		25.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 17.8	26 *	18.3	27 *	38 23.2	34 *		38 *		40 *		41 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,840 22.9				23,000 35.5							
	ABC TV								The Rookies				ABC NFL Football Game (ATLANTA VS. WASHINGTON, 9:00-11:45PM) (1)				
	AVERAGE AUDIENCE (Households (000) & %)					12,050 18.6	17.7*		19.6*	14,190 21.9	20.3*		23.1*		23.0*		22.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 17.1	27 *	19.2	29 *	36 19.8	30 *		34 *		36 *		36 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,240 26.6				15,550 24.0		11,400 17.6		10,820 16.7			
	CBS TV								Gunsmoke		Here's Lucy		Doris Day Show		Bill Cosby Show		
	AVERAGE AUDIENCE (Households (000) & %)					14,710 22.7	22.1*		23.3*	14,260 22.0		10,170 15.7		8,160 12.6		13.0*	12.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 21.5	34 *	23.5	34 *	32 22.1		23 16.3		21 13.1		21 *	20 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,810 24.4				22,160 34.2							
	NBC TV								Rowan & Martin Laugh-In				NBC Monday Night At The Movies "BAREFOOT IN THE PARK" (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					11,790 18.2	16.9*		19.5*	15,490 23.9	22.8*		24.5*		24.9*		23.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 16.2	26 *	18.8	29 *	37 22.7	33 *		37 *		40 *		40 *
TV HOUSEHOLDS USING TV		WK 1	60.0	61.1	62.9	64.3	66.2	67.6	69.4	70.5	70.0	70.4	70.3	69.5	67.7	67.1	65.5
(See Def. 1)		WK 2	59.0	60.1	61.2	62.6	64.5	66.8	67.6	68.0	68.5	69.0	67.6	66.7	63.7	62.4	60.7

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).
(OP) Other Programs: See pages A34-A43 (1) FOR REM. RATINGS SEE OP PAGES

(R) Repeat, see page B.

EVE • MON. NOV. 20, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • TUE. NOV. 14, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					12,960 20.0		22,290 34.4						19,630 30.3				
AVERAGE AUDIENCE (Households (000) & %)					11,730 18.1		17,630 27.2						17,370 26.8				
SHARE OF AUDIENCE %					26		40		24.4*		27.9*		29.5*		26.8		26.5*
AVG. AUD. BY ¼ HR. %					17.3	18.9	23.5	25.2	35 *		40 *		45 *		44 *		45 *
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					19,380 29.9		19,440 30.0					16,460 25.4					
AVERAGE AUDIENCE (Households (000) & %)					17,560 27.1		16,260 25.1					11,020 17.0					
SHARE OF AUDIENCE %					40		36		25.1*		25.2*		16.5*		17.3*		17.3*
AVG. AUD. BY ¼ HR. %					26.2	27.9	25.0	25.2	36 *		36 *		25 *		28 *		29 *
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					13,800 21.3				12,380 19.1				10,560 16.3				
AVERAGE AUDIENCE (Households (000) & %)					10,820 16.7				9,460 14.6				8,420 13.0				
SHARE OF AUDIENCE %					24	16.2*		17.2*	22		13.7*		15.5*		13.6*		12.5*
AVG. AUD. BY ¼ HR. %					16.0	24 *	17.6	25 *	22		20 *		23 *		22 *		21 *
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					13,610 21.0		25,530 39.4						18,530 28.6				
AVERAGE AUDIENCE (Households (000) & %)					11,920 18.4		19,700 30.4						15,810 24.4				
SHARE OF AUDIENCE %					27		43		27.5*		30.3*		33.4*		25.1*		23.7*
AVG. AUD. BY ¼ HR. %					17.5	19.3	26.7	28.3	39 *		42 *		49 *		41 *		42 *
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					20,740 32.0		21,190 32.7					18,210 28.1					
AVERAGE AUDIENCE (Households (000) & %)					18,660 28.8		17,950 27.7					12,640 19.5					
SHARE OF AUDIENCE %					42		39		27.3*		28.1*		18.9*		20.2*		19.5*
AVG. AUD. BY ¼ HR. %					28.2	29.4	26.7	27.9	39 *		39 *		28 *		33 *		35 *
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					17,820 27.5												
AVERAGE AUDIENCE (Households (000) & %)					7,390 11.4												
SHARE OF AUDIENCE %					17	13.5*		11.4*			10.4*		11.5*		11.8*		9.7*
AVG. AUD. BY ¼ HR. %					13.9	20 *	11.7	16 *		10.3	14 *		17 *		20 *		17 *
2																	
TV HOUSEHOLDS USING TV																	
(See Def. 1)																	
WK 1	61.6	63.2	63.7	65.2	67.4	69.8	69.5	70.3	69.7	69.4	66.2	65.8	62.2	61.6	60.7	57.5	
WK 2	60.3	61.1	62.8	65.3	68.2	69.7	70.2	71.7	72.3	72.6	69.5	67.2	61.6	59.3	57.3	54.0	

A-5 U.S. TV Households: 64,600,000 * Half-hour ratings for immediately preceding and subject quarter-hours. (R) Repeat, see page B.

EVE • TUE. NOV. 21, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. NOV. 15, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)				12,510 19.3				12,640 19.5				11,790 18.2			
		AVERAGE AUDIENCE (Households (000) & %)				9,270 14.3				9,720 15.0				9,780 15.1			
		SHARE OF AUDIENCE %				22	13.9*			23	15.1*			26	15.6*		14.6*
		AVG. AUD. BY ¼ HR. %				14.0	21 *	14.6	15.0	15.2	15.1	14.9	14.3	15.9	15.4	15.0	14.2
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)				18,400 28.4				17,300 26.7				17,170 26.5			
		AVERAGE AUDIENCE (Households (000) & %)				13,610 21.0				14,060 21.7				14,710 22.7			
		SHARE OF AUDIENCE %				32	20.0*			33	21.2*			33	22.7*		22.6*
		AVG. AUD. BY ¼ HR. %				20.0	30 *	22.0	22.1	21.0	21.4	22.3	21.9	22.3	23.1	23.1	22.2
W E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)				17,560 27.1		20,670 31.9						13,220 20.4			
		AVERAGE AUDIENCE (Households (000) & %)				16,200 25.0		15,230 23.5						10,560 16.3			
		SHARE OF AUDIENCE %				38	22.9*	35 *		37 *	24.2*		35 *	29	17.1*		15.5*
		AVG. AUD. BY ¼ HR. %				24.4	25.7	23.0	22.9	23.9	24.6	24.1	22.8	17.7	16.4	15.6	15.5
W E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)				13,350 20.6		18,530 28.6					20,930 32.3				
		AVERAGE AUDIENCE (Households (000) & %)				11,920 18.4		13,870 21.4					16,780 25.9				
		SHARE OF AUDIENCE %				30	20.0*	31 *		36 *	22.7*		39 *	25.0*		27.0*	25.8*
		AVG. AUD. BY ¼ HR. %				17.7	19.2	19.9	20.1	22.4	23.1	24.6	25.5	27.2	26.7	26.6	25.0
W E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)				14,840 22.9				15,490 23.9				14,320 22.1			
		AVERAGE AUDIENCE (Households (000) & %)				9,720 15.0				11,790 18.2				12,510 19.3			
		SHARE OF AUDIENCE %				24	13.3*			29	18.1*		29 *	31	19.0*		19.6*
		AVG. AUD. BY ¼ HR. %				13.4	22 *	16.4	17.1	17.8	18.5	18.7	18.1	18.5	19.4	19.9	19.4
W E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)				15,940 24.6		17,430 26.9						10,300 15.9			
		AVERAGE AUDIENCE (Households (000) & %)				14,320 22.1		11,340 17.5						8,550 13.2			
		SHARE OF AUDIENCE %				36	18.6*	29 *		27 *	17.2*		26 *	21	13.2*		13.2*
		AVG. AUD. BY ¼ HR. %				21.4	22.8	19.1	18.1	17.3	17.1	17.2	16.1	13.1	13.2	13.1	13.2

TV HOUSEHOLDS USING TV	WK 1	59.9	61.1	61.1	63.7	65.9	65.9	66.1	66.0	66.2	66.1	66.7	65.3	59.6	58.0	56.3	54.3
	WK 2	56.5	57.1	56.9	59.1	60.7	62.1	63.7	63.3	63.3	63.5	64.4	63.9	62.8	62.7	61.2	59.5

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) Other Programs: See pages A34-A43

EVE. • WED. NOV. 22, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. NOV. 16, 1972

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

57.3	58.7	59.7	61.7	63.8	65.3	66.7	68.0	67.0	66.8	66.0	64.8	62.7	61.9	61.1	59.1
47.0	48.6	50.6	52.4	55.2	56.9	58.2	59.2	59.1	59.7	59.3	58.6	57.1	55.5	53.9	49.7

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).
(1) FOR REM. RATINGS, SEE OF PAGES.

(R) Repeat, see page B.

☐ Station facilities reduced by network pre-emption (See Def. 14d.)

EVE. • THU. NOV. 23, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • FRI. NOV. 17, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,250 18.9		14,520 22.4		12,830 19.8		12,770 19.7		13,150 20.3				
	ABC TV							Brady Bunch	Partridge Family	Room 222		Odd Couple				Love, American Style		
	AVERAGE AUDIENCE (Households (000) & %)					10,820 16.7		13,280 20.5		11,470 17.7		11,600 17.9		10,950 16.9		17.1*		16.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 16.4		34 20.1	21.0	29 17.5		30 17.9		30 18.1		30*		30*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,460 25.4				21,840 33.7								
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,820 16.7		14.8*		18.7*		14,450 22.3		22.1*		23.5*		23.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 15.0		24*		31*		40 20.1		37*		41*		42*
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,270 28.2		16,200 25.0						8,750 13.5				
	NBC TV							Sanford and Son										
	AVERAGE AUDIENCE (Households (000) & %)					16,650 25.7		10,110 15.6						7,000 10.8		10.4*		11.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					42 25.3		26 16.2		29*		26*		23*		18*		20*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,860 18.3		13,870 21.4		11,280 17.4		11,150 17.2		14,260 22.0				
	ABC TV							Brady Bunch	Partridge Family	Room 222		Odd Couple				Love, American Style		
	AVERAGE AUDIENCE (Households (000) & %)					11,080 17.1		12,700 19.6		10,300 15.9		9,980 15.4		11,340 17.5		17.3*		17.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 16.8		32 17.4	19.3	27 15.7		26 16.0		32 17.2		30*		33*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,540 20.9				16,780 25.9								
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,110 15.6		13.7*		17.5*		18.4		18.8*		18.9*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 13.4		23*		29*		31		31*		33*		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,250 29.7		13,280 20.5		14,710 22.7				12,430 19.8				
	NBC TV							Sanford and Son	Little People									
	AVERAGE AUDIENCE (Households (000) & %)					17,950 27.7		12,120 18.7		12,120 18.7		17.9*		10,430 16.1		15.9*		16.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					46 27.2		31 19.2		31 18.0		30*		32*		28*		30*
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		55.9	58.0	58.9	59.5	60.9	61.7	60.6	60.8	59.9	60.3	60.7	60.0	56.9	56.9	56.2	54.8	
WK 2		53.9	55.4	56.9	57.4	59.9	61.5	61.0	60.5	59.8	60.1	60.3	60.1	57.5	56.4	55.1	51.5	

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(OP) Other Programs: See pages A34-A43.

(1) FOR RER. RATINGS SEE OP. PAGES

(R) Repeat, see page 8.

EVE • FRI. NOV. 24, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • SAT. NOV. 18, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	TOTAL AUDIENCE (Households (000) & %)					15,880 24.5											6,800 10.5	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					8,880 13.7	11.8*		14.1*		13.9*		14.5*			14.3*	9.3	
	SHARE OF AUDIENCE %					21	19 *		22 *		21 *		22 *			23 *	15	
	AVG. AUD. BY ¼ HR. %					11.6	11.9	13.9	14.2		14.0	13.7	14.6	14.4		14.7	13.9	10.1
E	TOTAL AUDIENCE (Households (000) & %)					21,770 33.6	16,010 24.7		14,640 22.6		13,670 21.1				13,610 21.0			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					20,480 31.6	15,030 23.2		14,000 21.6		12,640 19.5				10,170 15.7		15.2*	16.2*
	SHARE OF AUDIENCE %					48	36		33		30				26	25 *	27 *	
	AVG. AUD. BY ¼ HR. %					31.2	32.0	23.4	22.9	21.4	21.7	19.7	19.3		15.4	15.0	15.9	16.5
K	TOTAL AUDIENCE (Households (000) & %)					27,600 42.6												
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					18,730 28.9	22.8*		28.7*		30.6*		30.5*			31.1*	29.5*	
	SHARE OF AUDIENCE %					45	34 *		44 *		47 *		47 *			51 *	50 *	
	AVG. AUD. BY ¼ HR. %					22.3	23.3	28.3	30.1	30.4	30.8	30.7	30.3		31.1	31.7	28.5	27.8
1	TOTAL AUDIENCE (Households (000) & %)					9,330 14.4			13,930 21.5					11,730 18.1				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					7,000 10.8	9.6*		11,470 17.7					9,400 14.5				
	SHARE OF AUDIENCE %					17	15 *		12.1* 19 *	17.1*	17.1*		18.3*	14.5		14.6*		14.5*
	AVG. AUD. BY ¼ HR. %					9.8	9.4	11.6	12.6	16.5	17.7	18.4	18.2	26 14.7		25 *	14.6	26 *
E	TOTAL AUDIENCE (Households (000) & %)					23,910 36.9	17,690 27.3		16,330 25.2		15,030 23.2			20,350 31.4				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					22,360 34.5	16,460 25.4		14,900 23.0		13,800 21.3			15,490 23.9				
	SHARE OF AUDIENCE %					54	40		37		35			44		23.9*		24.3*
	AVG. AUD. BY ¼ HR. %					33.8	35.3	26.0	24.8	22.8	23.3	21.2	21.5	23.8	24.0	41 *	24.3	44 *
K	TOTAL AUDIENCE (Households (000) & %)					15,160 23.4			17,300 26.7									
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,920 18.4	16.5*		9,530 14.7		16.6*		15.3*			14.3*		13.7*
	SHARE OF AUDIENCE %					29	26 *		26 32 *	16.6*	26 *		25 *			25 *		25 *
	AVG. AUD. BY ¼ HR. %					16.4	16.6	20.3	20.4	17.3	15.9	15.7	14.9		14.4	14.3	13.9	13.6
TV HOUSEHOLDS USING TV	WK 1	59.3	60.6	61.6	64.4	66.4	66.5	65.1	65.2	65.1	65.5	65.0	64.4	62.2	60.9	60.7	57.4	
	WK 2	57.4	58.6	60.4	60.8	63.6	64.8	63.8	63.9	63.3	62.5	61.1	60.2	58.5	57.1	55.6	54.2	

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (OP) Other Programs: See pages A34-A43.

(R) Repeat, see page 8.

EVE • SAT. NOV. 25, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. NOV. 19, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV	WK 1	WK 2	63.6	64.6	66.3	68.2	70.2	70.6	70.2	71.9	71.6	71.3	70.3	70.2	67.6	66.1	62.2	59.8
(See Def. 1)			64.1	65.0	66.1	67.3	69.5	70.7	70.6	70.6	69.5	69.4	67.9	67.0	65.7	62.0	53.9	51.0

U.S. TV Households: 64,800,000

* Half-hour ratings for immediately preceding and subject quarter-hours.

(R) Repeat, see page B.

(OP) Other Programs: See pages A34-A43

(1) FOR REM. RATINGS SEE OP PAGES

EVE. • SUN. NOV. 26, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. NOV. 27, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					14,770 22.8				23,070 35.6								
	ABC TV					The Rookies						ABC NFL Football Game (ST. LOUIS VS. MIAMI 9:00-11:50PM)						
	AVERAGE AUDIENCE (Households (000) & %)					11,400 17.6	16.5*		18.7*	14,260 22.0	22.2*		23.9*		24.1*		22.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 16.2	25 * 16.8		28 * 18.3	36 21.8	33 * 22.6		35 * 23.6		37 * 24.8		36 * 22.3	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					18,010 27.8				15,420 23.8		12,570 19.4		11,730 18.1				
	CBS TV					Gunsmoke			Here's Lucy		Doris Day Show		Bill Cosby Show					
	AVERAGE AUDIENCE (Households (000) & %)					15,490 23.9	23.4*		24.3*	14,060 21.7		10,950 16.9		7,970 12.3	12.6*		12.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					35 22.7	35 * 24.1		35 * 24.7	32 24.0		25 21.8		20 17.5	20 * 16.2		21 * 13.0	
W E K 3	TOTAL AUDIENCE (Households (000) & %)					13,350 20.6				19,890 30.7								
	NBC TV					Rowan & Martin Laugh-In						NBC Monday Night At The Movies "THE PRIVATE NAVY OF SGT. O'FARRELL" (9:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)					10,370 16.0	14.6*		17.4*	12,640 19.5	19.0*		20.2*		20.3*		18.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 13.9	22 * 15.3		25 * 16.9	30 18.0	28 * 18.8		30 * 19.2		32 * 20.1		32 * 19.7	
W E K 4	TOTAL AUDIENCE (Households (000) & %)					8,100 12.5		8,230 12.7		22,100 34.1								
	ABC TV					Countdown To 2001 (8:00-8:30PM)		The Vandals (8:30-9:00PM) EATON CORP.		ABC NFL Football Game (LOS ANGELES VS. SAN FRANCISCO 9:00-12:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)					6,870 10.6		7,190 11.1		13,220 20.4	18.5*		21.2*		23.7*		21.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 11.2		16 10.0		33 17.8	26 * 11.5		30 * 17.8		35 * 20.9		34 * 21.6	
W E K 5	TOTAL AUDIENCE (Households (000) & %)					22,100 34.1		22,160 34.2		24,430 37.7				16,590 25.6				
	CBS TV					Dr. Seuss® "HOW THE GRINCH STOLE CHRISTMAS" (8:00-8:30PM)		Frosty The Snowman (8:30-9:00PM)		Perry Como Winter Show (9:00-10:00PM)			Bill Cosby Show					
	AVERAGE AUDIENCE (Households (000) & %)					19,630 30.3		21,060 32.5		19,500 30.1	30.3*		29.8*	12,510 19.3	20.0*		18.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					43 29.5		45 31.2		42 32.0	42 * 32.9		42 * 29.6	42 * 31.0	31 20.7	31 * 19.3		31 * 17.7
W E K 6	TOTAL AUDIENCE (Households (000) & %)					15,880 24.5				18,920 29.2								
	NBC TV					Rowan & Martin Laugh-In						NBC Monday Night At The Movies "THE HIRED HAND" (9:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)					12,120 18.7	18.1*		19.3*	11,660 18.0	19.2*		18.4*		18.4*		15.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 17.1	26 * 19.0		27 * 19.6	27 19.0	27 * 19.4		26 * 18.1		28 * 18.6		27 * 19.1	
TV HOUSEHOLDS USING TV WK 1		61.7	62.6	64.2	65.7	66.2	67.5	69.0	69.9	68.5	68.8	67.5	66.6	64.3	62.4	59.9	57.1	
(See Def. 1) WK 2		63.2	65.4	66.7	67.1	69.7	71.0	71.9	72.6	71.9	71.9	70.9	69.8	66.0	64.6	60.8	56.8	

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) Other Programs: See pages A34-A39

(1) FOR REM. RATINGS SEE OP PAGES

EVE. • MON. DEC. 4, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • TUE. NOV. 28, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,210 17.3		19,500 30.1						18,730 28.9				
	ABC TV							Temperatures Rising		Tuesday Movie of the Week "HOME FOR THE HOLIDAYS" (8:30-10:00PM)						Marcus Welby, M.D.		
	AVERAGE AUDIENCE (Households (000) & %)					9,910 15.3		14,640 22.6		19.6* 30 *		22.9* 35 *		25.2* 40 *	16,330 25.2	25.0* 43 *		25.5* 46 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					14.8	15.9	19.0		20.3	22.4	23.3	25.2	25.2	24.3	25.6	25.9	25.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,500 27.0		19,890 30.7					16,850 26.0					
	CBS TV							Maude		Hawaii Five-0				Tuesday Night CBS Movies "PRETTY POISON" (9:30-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					15,880 24.5		15,620 24.1		22.9* 35 *		25.3* 38 *	10,630 16.4	16.7* 26 *		16.7* 29 *		15.7* 28 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24.1	24.9	22.8		22.9	25.4	25.2	17.2	16.2	17.1	16.3	16.0	15.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,860 18.3				11,990 18.5				8,940 13.8				
	NBC TV							Bonanza		Bold Ones				America "HOME FROM HOME" (10:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					9,200 14.2	13.9*		14.6* 22 *	9,010 13.9	12.8* 19 *		15.0* 24 *	6,420 9.9	10.3* 18 *		9.4* 17 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13.8	14.0	14.6	14.5	12.8	12.9	15.1	15.0	10.9	9.7	9.4	9.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,850 17.2		21,640 33.4						17,690 27.3				
	ABC TV							Temperatures Rising		Tuesday Movie of the Week "THE COUPLE TAKES A WIFE" (8:30-10:00PM)						Marcus Welby, M.D.		
	AVERAGE AUDIENCE (Households (000) & %)					10,300 15.9		15,680 24.2		21.7* 32 *		24.4* 37 *		26.6* 41 *	17,690 27.3	27.9* 48 *		26.7* 49 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15.4	16.3	21.2		22.1	23.9	24.9	26.4	26.8	27.6	28.3	27.6	25.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,830 30.6		18,730 28.9					14,450 22.3					
	CBS TV							Maude		Hawaii Five-0				Tuesday Night CBS Movies "A WAR OF CHILDREN" (9:30-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					18,010 27.8		15,030 23.2		22.7* 34 *		23.8* 37 *	8,750 13.5	15.4* 24 *		13.1* 23 *		11.9* 22 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26.9	28.6	22.7		22.6	24.1	23.5	15.9	14.9	13.8	12.4	12.0	11.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,790 18.2				12,120 18.7				10,170 15.7				
	NBC TV							Bonanza		Bold Ones				First Tuesday "10:00-11:00PM"				
	AVERAGE AUDIENCE (Households (000) & %)					9,200 14.2	13.2*		15.2* 23 *	8,750 13.5	11.8* 21 *		15.1* 23 *	7,320 11.3	11.4* 20 *		11.2* 21 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13.0	13.4	15.4	14.9	11.8	11.9	14.9	15.3	11.5	11.3	11.4	10.9	
TV HOUSEHOLDS USING TV WK 1		57.6	59.8	60.6	61.4	63.2	64.4	65.4	66.5	65.9	66.3	63.9	63.1	58.6	57.4	56.3	53.9	
(See Def. 1) WK 2		60.1	61.0	63.2	65.7	65.9	67.3	67.6	66.6	64.9	65.6	64.8	63.9	58.9	57.4	55.8	53.3	

U.S. TV Households: 64,600,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(CP) Other Programs: See pages A34-A39

EVE. • TUE. DEC. 5, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • WED. NOV. 29, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,090 20.2		18,660 28.8						10,370 16.0				
	ABC TV							Paul Lynde Show		Wednesday Movie of the Week "THE HEIST" (8:30-10:00PM)						The Julie Andrews Hour		
	AVERAGE AUDIENCE (Households (000) & %)					11,470 17.7		14,260 22.0		20.5*		23.1*		22.3*	7,190 11.1	11.5*		10.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 16.9		33 18.5		30* 21.3		34* 23.1		34* 23.2	19 11.4	19* 11.5		19* 10.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,520 22.4				17,110 26.4				20,740 32.0				
	CBS TV							Carol Burnett Show		Medical Center						Cannon		
	AVERAGE AUDIENCE (Households (000) & %)					9,910 15.3	13.8*			14,580 22.5	21.7*			17,170 26.5	26.5*		26.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 13.4	21* 14.3			25* 17.0	34 21.2			35* 23.5	45 26.0	43* 27.1	46* 27.1	46* 25.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,240 26.6		17,950 27.7						10,300 15.9				
	NBC TV							Winnie The Pooh And The Blustery Day (8:00-8:30PM) (R)		Hallmark Hall Of Fame (Hallmark Card, Inc.) (8:30-10:00PM)					All Star Swing Festival (Times Corp.) (10:00-11:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)					15,030 23.2		10,370 16.0		18.3*		15.4*		7,710 11.9	11.9	12.4*		11.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					35 23.2		24 19.5		27* 17.2		23* 15.9		21* 13.8	20 13.7	20* 11.7	20* 11.2	20* 11.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,320 22.1		16,260 25.1						20,540 31.7				
	ABC TV							Paul Lynde Show		Julie Andrews Hour					Apollo 17-Launch-ABC (9:30-11:00AM)			
	AVERAGE AUDIENCE (Households (000) & %)					12,250 18.9		11,020 17.0		16.4*		17.6*	7,710 11.9	19.6*		16.3*		13.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 18.1		26 16.4		25* 16.4		27* 17.3	21 18.0	27* 19.6	27* 19.5	23* 17.7	23* 14.9	21* 14.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,770 22.8				14,770 22.8		27,280 42.1						
	CBS TV							Appointment With Destiny "CORTEZ AND MONTEZUMA: THE CONQUEST OF AN EMPIRE" (8:00-9:00PM)		Medical Center (1)					Apollo 17-Launch-CBS (9:40-12:55AM)			
	AVERAGE AUDIENCE (Households (000) & %)					10,110 15.6	14.8*			11,660 18.0	17.4*	12,830 19.8	24.3*		25.6*		23.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 15.5	23* 14.2			26* 16.7	27* 16.5	36 22.6	33* 24.9		36* 25.7	36* 25.5	36* 23.9	36* 22.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,820 27.5		21,840 33.7						24,040 37.1				
	NBC TV							Adam 12		NBC Wednesday Mystery Movie "COOL MILLION" (8:30-9:45PM)					Apollo 17-Launch-NBC (Gulf Oil Corp.) (9:45-12:50AM)			
	AVERAGE AUDIENCE (Households (000) & %)					15,940 24.6		14,900 23.0		22.9*		22.8*	11,080 17.1		21.4*		18.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					38 23.5		36 23.3		36* 22.5		35* 22.6	31 23.4		30* 22.9		29* 18.3	29* 18.8
TV HOUSEHOLDS USING TV WK 1		60.1	61.4	62.2	63.9	65.4	66.7	67.6	67.6	67.3	66.8	66.4	65.1	61.2	60.7	58.4	55.9	
(See Def. 1) WK 2		63.3	64.0	64.6	66.2	67.5	68.2	68.4	68.7	69.1	71.3	72.1	70.8	68.9	64.1	60.6	58.2	

U.S. TV Households: 64,000,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) Other Programs: See pages A34-A39

☐ Station facilities reduced by network pre-emption (See Def. 14d.)
 (1) FOR REM. RATINGS SEE OP. PAGES.

EVE • WED. DEC. 6, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. NOV. 30, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					12,180 18.8				9,270 14.3				11,860 18.3				
	ABC TV					Mod Squad				The Men *JIGSAW* (9:00-10:00PM)				Owen Marshall, Counselor at Law				
	AVERAGE AUDIENCE (Households (000) & %)					10,170 15.7	15.4*			7,320 11.3	11.3*			10,430 16.1	15.5*			16.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 14.8	23 *	16.0	16.6	24 *	17 11.5	17 *	10.9	11.2* 17 *	28 15.2	26 *	15.8	30 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					12,900 19.9				20,220 31.2								
	CBS TV					The Waltons				The CBS Thursday Night Movies *BANDOLERO* (9:00-10:55PM)								
	AVERAGE AUDIENCE (Households (000) & %)					10,560 16.3	16.0*			14,130 21.8	21.8*			23.0*	21.9*			20.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 15.7	24 *	16.3	16.6	24 *	35 21.1	33 *	23.3	35 *	37 *	21.6	21.0	37 *
W E K 3	TOTAL AUDIENCE (Households (000) & %)					18,990 29.3				18,340 28.3				12,640 19.5				
	NBC TV					The Flip Wilson Show				Ironsides				The Dean Martin Show				
	AVERAGE AUDIENCE (Households (000) & %)					15,810 24.4	23.8*			14,900 23.0	23.3*			9,460 14.6	15.5*			13.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					36 23.1	36 *	24.4	24.7	37 *	35 23.1	36 *	22.9	35 *	25 16.1	26 *	14.9	25 *
W E K 4	TOTAL AUDIENCE (Households (000) & %)					13,610 21.0				9,780 15.1				14,520 22.4				
	ABC TV					Mod Squad				The Men *ASSIGNMENT, VIENNA* (9:00-10:00PM)				Owen Marshall, Counselor at Law				
	AVERAGE AUDIENCE (Households (000) & %)					11,080 17.1	16.7*			8,100 12.5	12.1*			12,830 19.8	20.0*			19.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 16.4	25 *	17.0	17.4	19 12.2	18 *	12.3	13.3	19 *	32 *	20.2	19.9	32 *
W E K 5	TOTAL AUDIENCE (Households (000) & %)					14,000 21.6				20,220 31.2								
	CBS TV					The Waltons				The CBS Thursday Night Movies® *THE AFRICAN QUEEN* (9:00-11:10PM) (2)								
	AVERAGE AUDIENCE (Households (000) & %)					11,790 18.2	17.5*			12,640 19.5	18.4*			19.0*	20.5*			20.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 16.9	26 *	18.2	19.2	27 *	31 18.5	28 *	18.8	29 *	33 *	20.4	20.4	33 *
W E K 6	TOTAL AUDIENCE (Households (000) & %)					20,410 31.5				22,810 35.2				15,750 24.3				
	NBC TV					The Flip Wilson Show				Ironsides				The Dean Martin Show				
	AVERAGE AUDIENCE (Households (000) & %)					16,460 25.4	24.5*			18,470 28.5	28.7*			11,990 18.5	18.8*			18.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					38 24.1	37 *	25.0	26.1	38 *	43 28.3	43 *	29.1	43 *	30 19.0	30 *	18.4	30 *
TV HOUSEHOLDS USING TV		WK 1	59.2	60.6	61.9	63.6	65.5	67.3	67.6	68.0	65.7	65.3	65.7	64.8	60.8	59.1	56.7	53.0
(See Def. 1)		WK 2	60.5	61.4	61.9	63.6	65.4	67.0	68.6	69.0	66.6	66.7	66.7	66.0	63.2	62.4	61.7	59.9

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).
(OP) Other Programs: See pages A34-A39

(R) Repeat, see page 8.

EVE. • THU. DEC. 7, 1972

(1) CHARLES KURLALT-ON THE ROAD (R) SUSTAINER (2) FOR REM. RATINGS SEE OP. PAGES.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. DEC. 1, 1972

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					17,820 27.5				13,870 21.4		14,130 21.8		14,190 21.9				
AVERAGE AUDIENCE (Households (000) & %)					14,130 21.8	20.5*			12,440 19.2		12,900 19.9		11,530 17.8	18.0*			17.6*
SHARE OF AUDIENCE %					35	33*			37*		34		33	32*			33*
AVG. AUD. BY ¼ HR. %					20.3	20.6	23.2	22.8	18.7	19.8	19.9	19.8	18.3	17.8	17.5		17.7
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					14,130 21.8				15,360 23.7								
AVERAGE AUDIENCE (Households (000) & %)					10,240 15.8	14.3*			10,170 15.7								
SHARE OF AUDIENCE %					25	23*			28*								
AVG. AUD. BY ¼ HR. %					14.0	14.5	17.1	17.5	16.6	16.2	16.0	15.6	15.2	15.1	15.6		14.6
K																	
1																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					18,790 29.0		12,900 19.9		12,250 18.9				11,280 17.4				
AVERAGE AUDIENCE (Households (000) & %)					17,240 26.6		11,660 18.0		9,590 14.8				9,400 14.5				
SHARE OF AUDIENCE %					43		29		25				26*				
AVG. AUD. BY ¼ HR. %					25.9	27.3	18.1	18.0	14.4	14.6*	15.3	14.9	14.8	14.9	14.5		14.3*
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					9,140 14.1		10,760 16.6		12,640 19.5		10,760 16.6		12,380 19.1				
AVERAGE AUDIENCE (Households (000) & %)					8,100 12.5		9,780 15.1		10,890 16.8		9,980 15.4		10,170 15.7				
SHARE OF AUDIENCE %					19		23		26		24		26				
AVG. AUD. BY ¼ HR. %					12.1	12.9	15.0	15.3	16.7	16.9	15.5	15.3	14.8	15.7	16.1		16.1*
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					20,150 31.1				22,360 34.5								
AVERAGE AUDIENCE (Households (000) & %)					16,520 25.5	24.4*			17,240 26.6								
SHARE OF AUDIENCE %					39	37*			40*								
AVG. AUD. BY ¼ HR. %					24.0	24.8	26.6	26.4	25.8	26.0	26.5	26.9	27.7	27.4	27.1		25.5
K																	
2																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					19,700 30.4		12,900 19.9		12,120 18.7				9,850 15.2				
AVERAGE AUDIENCE (Households (000) & %)					18,010 27.8		11,990 18.5		9,010 13.9				7,710 11.9				
SHARE OF AUDIENCE %					42		28		22				20				
AVG. AUD. BY ¼ HR. %					27.5	28.2	18.7	18.4	14.9	14.1*	13.6	14.0	11.5	12.0	12.2		12.2*
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					55.1	56.9	56.9	58.1	59.9	61.3	62.8	61.9	62.2	58.8	58.7	58.8	57.8
AVERAGE AUDIENCE (Households (000) & %)					56.9	59.1	60.6	62.8	64.7	66.3	65.5	65.6	65.1	64.2	63.3	62.8	60.2
SHARE OF AUDIENCE %					56.9	59.1	60.6	62.8	64.7	66.3	65.5	65.6	65.1	64.2	63.3	62.8	60.2
AVG. AUD. BY ¼ HR. %					56.9	59.1	60.6	62.8	64.7	66.3	65.5	65.6	65.1	64.2	63.3	62.8	60.2

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

U.S. TV Households: 64,800,000
(OP) Other Programs: See pages A34-A39.

EVE. • FRI. DEC. 8, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. DEC. 2, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					7,710 11.9				9,400 14.5				8,620 13.3				
	ABC TV	NCAA FOOTBALL GAME #2 (4:00-7:05PM) NOTRE DAME VS. U.S.C.					Alias Smith and Jones			Streets of San Francisco			Sixth Sense					
	AVERAGE AUDIENCE (Households (000) & %)					5,640 8.7	8.4*		8.9*	7,320 11.3	10.0*		12.6*	6,870 10.6	10.7*		10.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	22.2				14 8.7	13*	8.2	15*	19 9.5	17*	12.4	21*	20 10.8	19*	10.5	10.6	20*
W E K 2	TOTAL AUDIENCE (Households (000) & %)					23,980 37.0		17,950 27.7		16,010 24.7		14,520 22.4		13,870 21.4				
	CBS TV	All In The Family		Bridget Loves Bernie		Mary Tyler Moore Show		Bob Newhart Show		Mission: Impossible								
	AVERAGE AUDIENCE (Households (000) & %)	22,620 34.9		17,170 26.5		14,900 23.0		13,540 20.9		11,790 18.2	18.1*		18.3*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	56 34.3		43 27.3		38 23.0		35 20.9		34 18.2	33*	21.0	34	18.0	18.3		18.3	34*
W E K 1	TOTAL AUDIENCE (Households (000) & %)					15,030 23.2				18,990 29.3								
	NBC TV	Emergency					NBC Saturday Night At The Movies "THE JUDGE AND JAKE WYLER" (9:00-11:00PM)											
	AVERAGE AUDIENCE (Households (000) & %)	11,990 18.5	16.4*			20.5*	19.8	20.1*		19.9*			19.7*				19.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	30 16.2	26*	19.9		33 21.2	35	33*	20.7	34*	19.5	20.1	34*	19.9	19.5	19.4	36*	19.4
W E K 2	TOTAL AUDIENCE (Households (000) & %)					7,130 11.0	10.0*		12.1*	9,980 15.4	15.3*		15.6*	8,230 12.7	12.5*		12.9*	
	ABC TV	Alias Smith and Jones					Streets of San Francisco			Sixth Sense								
	AVERAGE AUDIENCE (Households (000) & %)	7,130 11.0	10.0*			12.1*	19*	15.4	25*	15.3*	26*	15.7	15.6*	12.7	22*		23*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	17 10.2	15*	11.9	12.2	19*	14.8	25*	15.7	26*	15.7	15.5	26*	12.5	12.4	12.7	23.0	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					24,360 37.6		17,630 27.2		16,520 25.5		14,320 22.1		15,230 23.5				
	CBS TV	All In The Family		Bridget Loves Bernie		Mary Tyler Moore Show		Bob Newhart Show		Mission: Impossible								
	AVERAGE AUDIENCE (Households (000) & %)	22,550 34.8		16,390 25.3		14,970 23.1		13,350 20.6		12,440 19.2	19.9*		18.6*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	54 34.3		40 25.6		37 22.9	23.4	34 20.8	20.5	34	35*	20.5	34	19.7	20.0	19.1	34*	18.0
W E K 2	TOTAL AUDIENCE (Households (000) & %)					16,140 24.9				18,470 28.5								
	NBC TV	Emergency					NBC Saturday Night At The Movies "LOVE IS A BALL" (9:00-11:15PM) (1)											
	AVERAGE AUDIENCE (Households (000) & %)	12,640 19.5	17.1*			21.9*	16.8	16.4*		15.6*			16.6*				17.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	30 16.9	26*	21.6		34*	29	27*	15.5	26*	15.7	15.5	26*	16.6	16.7	17.3	32*	17.9
TV HOUSEHOLDS USING TV		WK 1	56.7	57.1	57.4	59.1	61.8	63.0	61.2	61.2	60.2	60.1	59.6	59.1	55.7	54.3	54.1	53.3
(See Def. 1)		WK 2	56.6	58.3	59.2	60.8	64.4	65.1	63.7	63.3	61.8	61.8	60.4	60.0	57.2	57.0	55.9	54.8

U.S. TV Households: 64,800,000

(OP) Other Programs: See pages A34-A39

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(1) FOR REM. RATINGS SEE OP. PAGES.

EVE. • SAT. DEC. 9, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE • SUN. DEC. 3, 1972

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					15,100 23.3					20,410 31.5							
		AVERAGE AUDIENCE (Households (000) & %)					11,730 18.1	16.8*			19.3*	17.4	17.5*		17.0*		16.2*		19.3*
		SHARE OF AUDIENCE %					27	25 *			29 *	34	26 *		26 *		25 *		36 *
		AVG. AUD. BY 1/4 HR. %					16.1	17.6	19.2	19.4	17.7	17.3	17.2	16.9	16.1	16.3	19.0	19.7	
CBS TV	TOTAL AUDIENCE (Households (000) & %)		19,890 30.7								13,150 20.3		13,480 20.8						
	AVERAGE AUDIENCE (Households (000) & %)		13,740 21.2	19.8*			21.5*			22.2*	12,180 18.8		11,340 17.5	17.1*			17.9*		
	SHARE OF AUDIENCE %		32	31 *			32 *			33 *	28		27	26 *			28 *		
	AVG. AUD. BY 1/4 HR. %		19.5	20.1	21.2	21.7	22.3	22.1	18.6	18.9	17.0	17.2	17.7	18.0					
NBC TV	TOTAL AUDIENCE (Households (000) & %)		17,880 27.6						22,870 35.3										
	AVERAGE AUDIENCE (Households (000) & %)		14,640 22.6	21.6*			23.6*	16,980 26.2		21.8*		27.1*		28.2*		27.7*			
	SHARE OF AUDIENCE %		35	34 *			36 *	40		32 *		41 *		43 *		43 *			
	AVG. AUD. BY 1/4 HR. %		20.9	22.3	23.6	23.5	21.4	22.1	26.8	27.4	28.1	28.2	29.6	29.6	29.6	29.6	29.6	29.6	29.6
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					16,260 25.1				18,140 28.0								
		AVERAGE AUDIENCE (Households (000) & %)					12,640 19.5	18.1*			11,080 17.1		16.3*		15.6*		17.6*		19.0*
		SHARE OF AUDIENCE %					28	26 *			30 *		23 *		23 *		29 *		35 *
		AVG. AUD. BY 1/4 HR. %					17.6	18.6	20.6	21.1	16.8	15.9	15.4	15.7	17.9	17.4	18.9	19.0	19.0
CBS TV	TOTAL AUDIENCE (Households (000) & %)		9,270 14.3		9,590 14.8			7,520 11.6		8,550 13.2		14,970 23.1							
	AVERAGE AUDIENCE (Households (000) & %)		7,910 12.2		8,490 13.1			6,740 10.4		7,710 11.9		10,630 16.4	13.2*			19.5*			
	SHARE OF AUDIENCE %		18		19			15		17		25	19 *			32 *			
	AVG. AUD. BY 1/4 HR. %		12.4	12.0	12.8	13.4	9.9	10.8	11.9	11.8	12.3	14.0	19.3	19.7					
NBC TV	TOTAL AUDIENCE (Households (000) & %)		20,150 31.1			27,220 42.0					28,970 44.7				11,790 18.2				
	AVERAGE AUDIENCE (Households (000) & %)		18,010 27.8			22,290 34.4	34.0*			24,690 38.1		39.0*		37.2*		16.9			
	SHARE OF AUDIENCE %		42			50	49 *			51 *		55	55 *	54 *		27			
	AVG. AUD. BY 1/4 HR. %		26.9	28.8		34.2	33.9	35.3	34.4	38.5	39.6	38.2	36.2	17.8	16.0				
TV HOUSEHOLDS USING TV			WK 1	58.9	60.5	62.4	63.8	65.7	67.1	67.5	68.0	66.9	66.6	65.2	64.9	64.6	63.0	54.7	52.2
(See Def. 1)			WK 2	62.5	64.5	66.3	67.6	69.7	69.9	69.0	69.1	70.5	70.7	69.4	68.7	62.6	60.5	56.2	53.7

U.S. TV Households: 64,800,000

IOPI Other Programs: See pages A34-A39.

Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

EVE. • SUN. DEC. 10, 1977

U.S. TV Households: 64,800,000

* Half-hour ratings for immediately preceding and subject quarter-hours.

(R) Repeat, see page B.

IOP Other Programs: See pages A34-A39.

(1) FOR REM. RATINGS SEE OP. PAGES

EVE • SUN. DEC. 10, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • MON. DEC. 11, 1972

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			7,780 12.0		13,670 21.1				24,690 38.1								
		AVERAGE AUDIENCE (Households (000) & %)			6,480 10.0		11,530 17.8	17.5*		18.1*	23.6	22.2*		25.1*			26.8*	24.1*	
		SHARE OF AUDIENCE %			16		27	26 *		27 *	40	32 *		37 *			42 *	39 *	
		AVG. AUD. BY ¼ HR. %			10.0	10.0	17.0	18.0	18.4	17.8	21.4	23.1	25.0	25.3	26.7	26.8	24.5	23.7	
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					19,120 29.5				16,390 25.3		14,840 22.9		13,540 20.9				
		AVERAGE AUDIENCE (Households (000) & %)					16,330 25.2	24.5*		25.8*	14,640 22.6		13,670 21.1		9,850 15.2	15.8*		14.6*	
		SHARE OF AUDIENCE %					37	36 *		37 *	33	31	20.7	16.3	26	25 *		26 *	
		AVG. AUD. BY ¼ HR. %					24.2	24.8	26.1	25.5	21.9	23.4	21.4	16.3	15.3	14.9	14.3		
W E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)			11,280 17.4		15,940 24.6				16,460 25.4								
		AVERAGE AUDIENCE (Households (000) & %)			9,660 14.9		11,790 18.2	17.1*		19.3*	9,010 13.9	15.6*		14.0*		13.5*		13.0*	
		SHARE OF AUDIENCE %			24		26	25 *		28 *	24	25 *		23 *		24 *		25 *	
		AVG. AUD. BY ¼ HR. %			14.9	14.9	16.4	17.9	18.4	20.1	16.4	15.1	14.6	13.6	13.9	13.2	13.0	12.9	
W E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)					15,030 23.2				20,410 31.5								
		AVERAGE AUDIENCE (Households (000) & %)					12,310 19.0	18.5*		19.5*	11,020 17.0	16.6*		18.0*		18.1*		17.3*	
		SHARE OF AUDIENCE %					30	30 *		30 *	29	25 *		27 *		28 *		29 *	
		AVG. AUD. BY ¼ HR. %					18.3	18.7	19.3	19.6	16.6	16.6	18.1	17.9	18.4	17.9	17.3	17.2	
W E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)					16,460 25.4				16,260 25.1		13,610 21.0		12,570 19.4				
		AVERAGE AUDIENCE (Households (000) & %)					13,740 21.2	20.2*		22.2*	14,320 22.1		12,120 18.7		9,660 14.9	15.5*		14.3*	
		SHARE OF AUDIENCE %					33	32 *		34 *	33	22.4	18.9	18.6	15.8	15.1	15.0	13.6	
		AVG. AUD. BY ¼ HR. %					19.1	21.3	22.4	22.0	21.9	22.4	18.9	18.6	15.8	15.1	15.0	13.6	
W E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)					12,700 19.6				21,510 33.2								
		AVERAGE AUDIENCE (Households (000) & %)					9,530 14.7	13.4*		16.1*	14,260 22.0	22.4*		21.8*		22.9*		20.8*	
		SHARE OF AUDIENCE %					23	21 *		25 *	35	34 *		34 *		37 *		37 *	
		AVG. AUD. BY ¼ HR. %					12.6	14.2	15.1	17.1	23.1	21.7	22.0	21.7	22.6	23.1	21.9	19.7	
TV HOUSEHOLDS USING TV			WK 1	61.3	63.2	64.8	66.7	68.0	68.4	69.1	70.3	69.3	68.3	67.8	66.5	63.5	61.4	57.8	55.6
(See Def. 1)			WK 2	56.9	58.5	59.6	60.5	62.0	64.0	64.8	66.4	66.1	66.1	65.4	64.4	61.6	60.8	58.4	54.9

U.S. TV Households: 64,800,000 * Half-hour ratings for immediately preceding and subject quarter-hours.
 (1) APOLLO 17-ABC-EVAI (10:35-10:40PM) (SUS) (S)
 (2) FOR REM. RATINGS SEE OP. PAGE.
 (3) APOLLO 17-MONDAY-NBC (9:00-9:05PM) (S) (GULF OIL CORP.)

(R) Repeat, see page B.

EVE. • MON. DEC. 18, 1972

EVE. • TUE. Dec. 12, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES																			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY 1/4 HR. %																		
		ABC TV																	
		Temperatures Rising																	
		Tuesday Movie of the Week																	
		PURSUIT (8:30-9:10PM & 9:15-10:00PM)(11)																	
		Marcus Welby, M.D. (2)																	
		13,090 20.2																	
		17,760 27.4																	
		18,210 28.1																	
		11,600 17.9																	
		11,920 18.4																	
		17.4* 26*																	
		18.7* 28*																	
		19.1* 30*																	
		15,550 24.0																	
		23.7* 40*																	
		24.4* 44*																	
		24.1																	
		19,760 30.5																	
		24,620 38.0																	
		16,720 25.8																	
		A Charlie Brown Christmas® (8:00-8:30PM)																	
		Once Upon A Mattress (8:30-10:00PM)																	
		Don Rickles: Alive And Kicking (10:00-11:00PM)																	
		17,690 27.3																	
		18,400 28.4																	
		28.6* 42*																	
		29.2* 44*																	
		27.5* 43*																	
		13,150 20.3																	
		21.5* 37*																	
		19.2* 35*																	
		24.1																	
		14,840 22.9																	
		9,070 14.0																	
		9,660 14.9																	
		Hallmark Hall Of Fame® (8:00-9:00PM) (Hallmark Cards, Inc.)																	
		Bold Ones																	
		America "MAKING A REVOLUTION" (10:00-11:00PM) (Karas)																	
		10,370 16.0																	
		15.5* 23*																	
		16.5* 25*																	
		7,060 10.9																	
		10.5* 16*																	
		11.3* 17*																	
		6,740 10.4																	
		11.0* 19*																	
		9.7* 18*																	
		10.1																	
		12,570 19.4																	
		16,390 25.3																	
		18,990 29.3																	
		Temperatures Rising																	
		ABC Theatre "IF YOU GIVE A DANCE YOU GOTTA PAY THE BAND" (2:30-10:00PM)																	
		Marcus Welby, M.D.																	
		11,400 17.6																	
		11,280 17.4																	
		15.7* 24*																	
		16.7* 26*																	
		19.8* 32*																	
		16,390 25.3																	
		25.1* 43*																	
		25.5* 45*																	
		25.4																	
		16,010 24.7																	
		20,870 32.2																	
		18,400 28.4																	
		Maude																	
		Hawaii Five-0																	
		Tuesday Night CBS Movies "YOUR MONEY OR YOUR WIFE" (9:30-11:00PM)																	
		14,450 22.3																	
		17,430 26.9																	
		26.3* 40*																	
		27.6* 43*																	
		11,920 18.4																	
		19.5* 31*																	
		18.3* 31*																	
		17.5* 31*																	
		17.2																	
		11,660 18.0																	
		13,220 20.4																	
		7,970 12.3																	
		Bonanza																	
		Bold Ones																	
		NBC Reports "WHAT PRICE HEALTH?" (10:00-11:00PM) (Eaton, Corp.)																	
		9,010 13.9																	
		12.9* 20*																	
		14.8* 23*																	
		9,850 15.2																	
		14.1* 22*																	
		16.4* 26*																	
		5,570 8.6																	
		9.2* 16*																	
		8.0* 14*																	
		7.9																	
		61.4 56.1																	
		62.2 57.1																	
		62.6 57.1																	
		64.1 58.7																	
		66.2 62.3																	
		67.9 64.3																	
		67.8 64.8																	
		67.8 65.1																	
		66.6 63.7																	
		65.8 63.9																	
		65.3 62.4																	
		64.0 62.2																	
		59.5 59.3																	
		58.1 58.3																	
		56.3 57.2																	
		53.5 55.8																	
		TV HOUSEHOLDS USING TV WK 1																	
		(See Def. 1) WK 2																	

EVE. • TUE. DEC. 19, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • WED. DEC. 13, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES																			
		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			8,750 13.5		11,660 18.0		16,650 25.7						10,560 16.3				
		AVERAGE AUDIENCE (Households (000) & %)			7,520 11.6		10,040 15.5		11,860 18.3		16.5*	18.7*			19.7*	7,450 11.5	12.4*		10.5*
		SHARE OF AUDIENCE %			20		25		29		26*	29*			31*	20	22*		19*
		AVG. AUD. BY ¼ HR. %			12.0	11.1	15.2	15.7	16.5	16.5	18.5	19.0	19.7	19.6	13.4	11.5	11.2	9.9	
			Paul Lynde Show ← Wednesday Movie of the Week "EVERY MAN NEEDS ONE" (9:30-10:00PM) → The Julie Andrews Hour																
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					18,340 28.3				15,620 24.1				20,540 31.7				
		AVERAGE AUDIENCE (Households (000) & %)					13,480 20.8		19.8*		21.7*	19.8	20.0*		19.7*	16,520 25.5	24.6*		26.3*
		SHARE OF AUDIENCE %					33		32*		35*	31	32*		31*	45	43*		48*
		AVG. AUD. BY ¼ HR. %					19.8		19.8	21.4	22.0	19.8	20.1	19.6	19.7	23.9	25.3	26.6	26.0
			← Harlem Globetrotters Popcorn Machine (8:30-9:00PM) → Medical Center → Cannon																
W E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)			9,400 14.5		12,900 19.9		16,390 25.3						12,510 19.3				
		AVERAGE AUDIENCE (Households (000) & %)			8,100 12.5		11,530 17.8		11,600 17.9		16.9*	18.5*			9,140 14.1	14.2*		14.0*	
		SHARE OF AUDIENCE %			22		29		29		27*	29*			24	24*		24*	
		AVG. AUD. BY ¼ HR. %			12.6	12.5	17.2	18.4	16.9	17.0	18.7	18.3	18.6	18.0	14.8	13.6	13.8	14.2	
			Apollo 17-ABC- Wednesday-7:30PM (Gulf Oil Corp.) ← Adam 12 → NBC Wednesday Mystery Movie "MCMILLAN AND WIFE" (8:30-10:00PM) → Apollo 17-NBC- Wednesday-10:00PM (Gulf Oil Corp.)																
W E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)					10,500 16.2		14,840 22.9				14,840 22.9						
		AVERAGE AUDIENCE (Households (000) & %)					9,070 14.0		10,110 15.6		14.6*	16.6*	10,040 15.5		14.9*		16.3*		15.3*
		SHARE OF AUDIENCE %					23		25		23*	26*	27		24*		29*		29*
		AVG. AUD. BY ¼ HR. %					14.0	13.9	14.1	15.0	16.3	16.9	14.6	15.3	16.6	16.1	15.7	14.8	
			Paul Lynde Show ← Julie Andrews Hour → Wednesday Movie of the Week "WEEKEND NUN" (9:30-11:00PM)																
W E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)					20,150 31.1				18,790 29.0				17,300 26.7				
		AVERAGE AUDIENCE (Households (000) & %)					14,580 22.5		21.0*		24.1*	23.3	22.8*		23.7*	14,640 22.6	22.9*		22.3*
		SHARE OF AUDIENCE %					36		34*		38*	38	36*		39*	41	41*		42*
		AVG. AUD. BY ¼ HR. %					20.1	21.8	23.9	24.2	22.9	22.7	24.1	23.3	22.9	22.9	22.7	21.8	
			← Sonny and Cher Comedy Hour → Medical Center → Cannon																
W E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)					14,390 22.2		16,980 26.2						11,020 17.0				
		AVERAGE AUDIENCE (Households (000) & %)					12,770 19.7		11,530 17.8		18.1*	17.6*			8,290 12.8	13.3*		12.3*	
		SHARE OF AUDIENCE %					32		29		29*	28*			23	24*		23*	
		AVG. AUD. BY ¼ HR. %					19.4	20.1	18.0	18.1	18.1	17.2	17.9	17.7	13.7	12.8	12.5	12.2	
			Adam 12 ← NBC Wednesday Mystery Movie "COOL MILLION" (8:30-10:00PM) → Search																
TV HOUSEHOLDS USING TV		WK 1	57.7	58.5	58.8	59.7	61.4	62.0	62.2	62.9	63.4	63.3	63.5	63.4	58.5	56.5	56.0	53.2	
(See Def. 1)		WK 2	53.4	55.2	56.5	58.0	60.5	62.0	62.5	63.9	63.1	62.4	61.4	60.6	57.1	56.0	54.8	51.9	

U.S. TV Households: 64,600,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B.
 (OP) Other Programs: See pages A34-A43

EVE. • WED. DEC. 20, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • THU. DEC. 14, 1972

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					14,190 21.9				9,010 13.9				13,090 20.2				
		AVERAGE AUDIENCE (Households (000) & %)					11,530 17.8	17.6*		18.0*	7,000 10.8	10.7*		10.9*	10,370 16.0	15.2*		16.9*	
		SHARE OF AUDIENCE %					28	28 *	18.5	28 *	17	17 *		18 *	28	26 *		31 *	
		AVG. AUD. BY ¼ HR. %					16.8	18.4	17.5	10.1	11.3	11.0	10.8	13.1	17.2	17.1	16.7		
CBS TV	TOTAL AUDIENCE (Households (000) & %)					14,390 22.2					20,090 31.0								
	AVERAGE AUDIENCE (Households (000) & %)					11,860 18.3	18.2*		18.4*	11,280 17.4	18.3*		18.3*		17.7*		16.4*		
	SHARE OF AUDIENCE %					28	29 *		28 *	30	29 *		29 *		30 *		30 *		
	AVG. AUD. BY ¼ HR. %					17.8	18.6	18.5	18.3	17.6	19.0	18.7	17.9	18.1	17.3	16.8	16.1		
NBC TV	TOTAL AUDIENCE (Households (000) & %)			14,320 22.1		21,840 33.7					21,510 33.2				16,070 24.8				
	AVERAGE AUDIENCE (Households (000) & %)			11,920 18.4		15,030 23.2					16,780 25.9			25.6*	11,860 18.3			18.3*	
	SHARE OF AUDIENCE %			30		36					41			41 *	33			33 *	
	AVG. AUD. BY ¼ HR. %			17.3		18.8		21.3	22.5	29.2	25.8	25.2	26.0	26.8	18.7	18.4	18.2		
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					11,600 17.9				9,590 14.8				12,250 18.9				
		AVERAGE AUDIENCE (Households (000) & %)					9,850 15.2	14.8*		15.6*	7,260 11.2	10.9*		11.5*	10,370 16.0	15.9*		16.2*	
		SHARE OF AUDIENCE %					24	24 *		24 *	18	17 *		18 *	27	27 *		28 *	
		AVG. AUD. BY ¼ HR. %					14.7	14.8	15.6	15.7	10.8	11.0	11.1	11.9	15.6	16.1	16.3	16.1	
CBS TV	TOTAL AUDIENCE (Households (000) & %)					13,870 21.4					18,730 28.9								
	AVERAGE AUDIENCE (Households (000) & %)					11,920 18.4	18.2*		18.5*	12,960 20.0	20.9*		20.7*		19.8*		18.5*		
	SHARE OF AUDIENCE %					29	29 *		29 *	33	34 *		33 *		33 *		32 *		
	AVG. AUD. BY ¼ HR. %					17.8	18.6	18.7	18.4	20.6	21.2	21.0	20.4	20.3	19.4	19.2	17.8		
NBC TV	TOTAL AUDIENCE (Households (000) & %)					18,530 28.6					17,630 27.2				15,160 23.4				
	AVERAGE AUDIENCE (Households (000) & %)					14,840 22.9	22.1*		23.7*	14,580 22.5	22.4*		22.6*	11,990 18.5	18.6*		18.4*		
	SHARE OF AUDIENCE %					36	35 *		37 *	36	36 *		36 *	32	31 *		32 *		
	AVG. AUD. BY ¼ HR. %					21.8	22.4	23.6	23.7	22.5	22.3	22.9	22.2	18.7	18.6	18.9	18.0		
TV HOUSEHOLDS USING TV		WK 1	58.5	59.7	59.6	61.4	63.2	63.7	64.9	65.3	64.8	63.7	62.4	62.1	60.4	57.0	56.0	54.7	
(See Def. 1)		WK 2	56.0	58.1	57.8	58.7	62.0	63.2	64.0	64.2	62.1	62.6	62.5	61.8	59.9	59.0	58.9	56.0	

U.S. TV Households: 64,600,000
(OP) Other Programs: See pages A34-A43* Half-hour ratings (for immediately preceding and subject quarter-hours).
(1) FOR REM, RATINGS SEE OP. PAGES.

(R) Repeat, see page 8.

EVE. • THU. DEC. 21, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • FRI. DEC. 15, 1972

		NIGHTLY TV AUDIENCE ESTIMATES																	
		TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00																	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,710 22.7		12,960 20.0		16,070 24.8				11,990 18.5					
	ABC TV					Night The Animals Talked (8:00-8:30PM) (Ideal Toy Corp. ®)		A Christmas Carol (8:30-9:00PM) (R) (Found.-Full Serv. Banks)		Love Is...Barbara Eden (9:00-10:00PM)				John Lennon And Yoko Present The One To One Concert (10:00-11:00PM)					
	AVERAGE AUDIENCE (Households (000) & %)					13,020 20.1		11,530 17.8		11,860 18.3		18.4* 30 *		7,780 12.0	13.1* 22 *		11.0* 20 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 20.4	19.9	29 17.8	17.8	30 18.2	18.6	18.0	18.3	29 * 14.4	21 11.7	10.6	11.4		
1	TOTAL AUDIENCE (Households (000) & %)					15,880 24.5				20,220 31.2									
	CBS TV					Sonny and Cher Comedy Hour										Friday Night CBS Movie® "THE AMBUSHERS" (9:00-10:50PM)			(2)
	AVERAGE AUDIENCE (Households (000) & %)					10,890 16.8	13.9* 22 *		19.6* 31 *	12,700 19.6	18.6* 30 *		19.0* 31 *		20.6* 35 *		20.8* 38 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 13.6	14.2	19.4	19.8	18.9	18.3	18.9	19.1	20.6	20.6	21.2	19.7		
2	TOTAL AUDIENCE (Households (000) & %)					19,960 30.8		14,770 22.8		12,830 19.8				12,120 18.7					
	NBC TV					Sanford and Son		Little People		Ghost Story				Banyon					
	AVERAGE AUDIENCE (Households (000) & %)					18,210 28.1		13,090 20.2		10,370 16.0	16.0* 26 *		16.1* 26 *	9,270 14.3	14.3* 24 *		14.4* 26 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					45 27.6	28.6	32 20.4	20.0	15.6	16.3	16.3	15.8	14.1	14.5	14.5	14.4		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,600 17.9		14,840 22.9		15,030 23.2		14,060 21.7		15,360 23.7		10,890 16.8			
	ABC TV					Brady Bunch		Partridge Family (R)		Room 222		Odd Couple		Love, American Style		Who Do You Think You Are? Man Or Beast (10:30-11:00PM) (JM Co.)			
	AVERAGE AUDIENCE (Households (000) & %)					10,430 16.1		13,740 21.2		13,410 20.7		12,700 19.6		13,610 21.0		9,330 14.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 15.2	17.0	36 21.2	21.2	35 20.0	21.3	19.5	19.7	21.3	20.7	15.5	13.3		
2	TOTAL AUDIENCE (Households (000) & %)					11,920 18.4				17,690 27.3									
	CBS TV					Mission: Impossible										Friday Night CBS Movie "GOODBYE, MR. CHIPS" (9:00-11:45PM) (1)			
	AVERAGE AUDIENCE (Households (000) & %)					8,160 12.6	11.2* 20 *		14.0* 24 *	7,650 11.8	12.3* 21 *		12.0* 21 *		11.4* 21 *		11.3* 23 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 11.2	11.1	13.7	14.4	13.0	11.6	12.4	11.7	11.6	11.3	11.5	11.1		
2	TOTAL AUDIENCE (Households (000) & %)					18,080 27.9		13,350 20.6		16,200 25.0				13,280 20.5					
	NBC TV					Sanford and Son		Little People		Ghost Story				Banyon					
	AVERAGE AUDIENCE (Households (000) & %)					16,650 25.7		11,790 18.2		12,250 18.9	18.8* 32 *		19.0* 33 *	10,040 15.5	14.6* 27 *		16.3* 33 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					45 24.8	26.6	31 18.3	18.2	32 18.7	18.9	19.0	19.0	14.7	14.6	16.0	16.6		
TV HOUSEHOLDS USING TV		WK 1	56.5	57.9	58.5	59.3	61.8	62.2	62.2	62.4	60.9	61.3	61.6	61.8	59.4	57.6	56.3	52.6	
(See Def. 1)		WK 2	51.3	52.5	52.5	54.6	56.4	58.5	58.7	59.9	59.0	58.9	58.5	57.5	54.8	54.0	51.0	49.1	
U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B.																			
(OP) Other Programs: See pages A34-A43																			
EVE • FRI. DEC. 22, 1972																			

U.S. TV Households: 64,600,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) Other Programs: See pages A34-A43

(1) FOR REM. RATINGS SEE OP. PAGES.

(2) JEREMIAH JOHNSON (10:50-11:00PM) (5US) (5)

EVE. • FRI. DEC. 22, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SAT. DEC. 16, 1972

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					8,810 13.6				10,760 16.6				10,820 16.7				
		AVERAGE AUDIENCE (Households (000) & %)					6,220 9.6	8.8*		10.5*	8,230 12.7	11.9*		13.5*	8,230 12.7	12.8*		12.5*	
		SHARE OF AUDIENCE %					16	14 *		17 *	22	20 *		24 *	23	23 *		23 *	
		AVG. AUD. BY ¼ HR. %					9.0	8.5	10.6	10.5	11.5	12.2	13.3	13.7	12.8	12.8	12.6	12.5	
W E E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)					23,980 37.0		18,600 28.7		17,950 27.7		15,880 24.5		17,760 27.4				
		AVERAGE AUDIENCE (Households (000) & %)					22,030 34.0		17,300 26.7		16,720 25.8		14,390 22.2		13,540 20.9		21.3*		20.4*
		SHARE OF AUDIENCE %					55		44		44		39		38		39 *		38 *
		AVG. AUD. BY ¼ HR. %					33.3	34.7	26.9	26.5	26.0	25.6	22.3	22.1	21.7	20.9	20.5	20.4	
W E E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					14,000 21.4				16,850 26.0								
		AVERAGE AUDIENCE (Households (000) & %)					11,020 17.0	15.3*		18.7*	8,680 13.4	14.1*		13.0*		12.9*		13.1*	
		SHARE OF AUDIENCE %					28	25 *		31 *	24	24 *		23 *		23 *		25 *	
		AVG. AUD. BY ¼ HR. %					15.1	15.6	19.1	18.3	14.6	13.7	13.3	12.7	12.8	13.0	13.3	12.9	
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					7,390 11.4				8,810 13.6				8,940 13.8				
		AVERAGE AUDIENCE (Households (000) & %)					5,250 8.1	7.1*		9.2*	7,000 10.8	10.6*		11.0*	6,670 10.3	10.1*		10.4*	
		SHARE OF AUDIENCE %					13	12 *		15 *	18	18 *		19 *	18	18 *		19 *	
		AVG. AUD. BY ¼ HR. %					7.1	7.1	8.8	9.6	10.7	10.5	10.8	11.3	10.3	9.9	10.6	10.2	
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					20,870 32.2		15,940 24.6		15,490 23.9		14,000 21.6		16,010 24.7				
		AVERAGE AUDIENCE (Households (000) & %)					18,730 28.9		14,390 22.2		14,260 22.0		13,150 20.3		12,700 19.6		19.7*		19.4*
		SHARE OF AUDIENCE %					48		37		37		35		35		35 *		35 *
		AVG. AUD. BY ¼ HR. %					28.3	29.5	22.6	21.8	21.6	22.4	20.4	20.1	20.0	19.4	19.6	19.3	
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					18,470 28.5				16,330 25.2								
		AVERAGE AUDIENCE (Households (000) & %)					14,130 21.8	19.6*		24.1*	11,920 18.4	17.6*		18.5*		19.0*		18.4*	
		SHARE OF AUDIENCE %					36	33 *		40 *	32	30 *		32 *		34 *		33 *	
		AVG. AUD. BY ¼ HR. %					19.2	20.1	24.1	24.0	17.9	17.4	18.5	18.4	19.0	18.9	19.0	17.8	
TV HOUSEHOLDS USING TV WK 1			56.6	57.1	57.8	58.8	61.5	62.1	60.7	59.9	58.7	58.2	57.3	56.9	55.6	55.0	53.9	52.8	
(See Def. 1)			54.2	54.5	55.4	57.4	59.7	60.9	60.3	59.9	59.3	59.1	58.9	58.5	57.2	56.1	56.6	54.7	

U.S. TV Households: 64,600,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) Other Programs: See pages A34-A43

(1) FOR REM. RATINGS SEE OP PAGES.

EVE. • SAT. DEC. 23, 1972

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. • SUN. DEC. 17, 1972

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,080 27.9				16,330 25.2				17,300 26.7				
	ABC TV							The F.B.I.				Portrait: The Woman I Love (9:00-10:00PM) DU PONT, E. I., & CO.				Of Men and Women (10:00-11:00PM)		
	AVERAGE AUDIENCE (Households (000) & %)					13,870 21.4	19.3*			13,220 20.4	20.9*			13,090 20.2	19.0*			21.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 18.6	30 *	23.2	23.9	31 21.2	31 *	20.6	20.3	30 *	36 18.9	32 *	22.1	40 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		8,550 13.2			10,300 15.9		11,340 17.5		12,380 19.1		17,950 27.7						
	CBS TV			Anna And The King		M*A*S*H		Sandy Duncan Show		Dick Van Dyke Show				Mannix				
	AVERAGE AUDIENCE (Households (000) & %)		7,190 11.1			9,400 14.5		9,910 15.3		10,950 16.9		12,830 19.8	16.9*			22.7*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		18 11.2	11.1		22 14.2	14.9	23 14.9	15.8	25 16.2	17.6	32 16.3	26 *	17.4	22.4	38 *	23.0	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			19,180 29.6				21,250 32.8								9,330 14.4		
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			14,900 23.0	22.3*			15,490 23.9	22.4*			24.8*		24.6*		8,490 13.1		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			36 21.8	36 *			37 *	34 *			37 *		38 *		22 13.3	12.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,470 17.7				17,300 26.7								
	ABC TV							The F.B.I.						The ABC Sunday Night Movie "THOSE DARING YOUNG MEN IN THEIR JAUNTY JALOPIES" (9:00-11:30PM) (1)				
	AVERAGE AUDIENCE (Households (000) & %)					9,070 14.0	13.3*			7,650 11.8	11.3*			10.1*		11.8*		13.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 13.1	31 *	14.6	14.9	27 11.9	25 *	10.6	10.1	22 *	10.1	25 *	12.8	31 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		6,220 9.6			8,160 12.6		6,870 10.6		7,970 12.3		12,440 19.2						
	CBS TV			Anna And The King		M*A*S*H		Sandy Duncan Show		Dick Van Dyke Show				Mannix				
	AVERAGE AUDIENCE (Households (000) & %)		4,990 7.7			7,000 10.8		6,160 9.5		7,060 10.9		9,070 14.0	12.1*			15.9*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		19 7.5	8.0		25 10.4	11.3	21 9.3	9.6	24 10.3	11.5	30 11.7	26 *	12.5	15.7	34 *	16.2	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			14,190 21.9				16,780 25.9								9,270 14.3		
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			10,040 15.5	16.2*			11,920 18.4	15.9*			19.2*		20.3*		8,040 12.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			36 16.7	39 *			34 *	36 *			42 *		43 *		27 12.8	12.0	
TV HOUSEHOLDS USING TV		WK 1	58.8	60.2	60.4	62.0	64.2	66.0	66.1	66.9	66.5	67.2	66.0	64.6	60.6	60.0	55.0	52.1
(See Def. 1)		WK 2	41.4	41.0	41.4	41.7	43.1	43.7	43.9	45.3	45.5	46.6	46.7	47.0	47.0	46.1	43.3	42.1

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) Other Programs: See pages A34-A43

EVE. • SUN. DEC. 24, 1972

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. MON. JAN. 1, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,290 23.6				18,400 28.4								
AVERAGE AUDIENCE (Households (000) & %)					12,050 18.6	17.7*		19.5*	12,770 19.7	18.3*		18.9*		20.6*		20.9*	
SHARE OF AUDIENCE %					27	26 *		28 *	32	27 *		29 *		34 *		37 *	
AVG. AUD. BY ¼ HR. %					17.3	18.1	19.2	19.9	18.8	17.8	19.0	18.9		20.0	21.2	21.4	20.5
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					16,460 25.4				14,320 22.1		12,050 18.6		11,860 18.3				
AVERAGE AUDIENCE (Households (000) & %)					13,870 21.4	20.8*		22.0*	12,900 19.9		11,340 17.5		8,940 13.8		14.1*		13.5*
SHARE OF AUDIENCE %					31	30 *		32 *	30		27		24		23 *		24 *
AVG. AUD. BY ¼ HR. %					20.0	21.5	22.5	21.6	19.2	20.5	17.5	17.5	14.3	13.9	13.8	13.2	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					28,060 43.3												
AVERAGE AUDIENCE (Households (000) & %)					15,880 24.5	26.4*		26.5*		26.4*		24.1*		23.7*		20.8*	
SHARE OF AUDIENCE %					38	40 *		39 *		39 *		36 *		37 *		35 *	
AVG. AUD. BY ¼ HR. %					26.5	26.4	26.4	26.6	27.2	25.7	24.0	24.1	24.4	23.0	21.2	20.5	
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,750 24.3				19,960 30.8								
AVERAGE AUDIENCE (Households (000) & %)					13,280 20.5	20.0*		21.0*	13,350 20.6	18.9*		19.8*		21.5*		22.1*	
SHARE OF AUDIENCE %					29	29 *		30 *	32	28 *		30 *		35 *		38 *	
AVG. AUD. BY ¼ HR. %					19.9	20.1	21.0	21.0	19.0	18.9	19.8	19.7	20.8	22.1	22.8	21.5	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					19,180 29.6				16,330 25.2		13,930 21.5		8,290 12.8				
AVERAGE AUDIENCE (Households (000) & %)					16,520 25.5	25.1*		25.9*	15,160 23.4		12,960 20.0		5,570 8.6		9.9*		7.3*
SHARE OF AUDIENCE %					36	36 *		36 *	34		30		14		16 *		13 *
AVG. AUD. BY ¼ HR. %					24.7	25.5	26.1	25.7	23.3	23.4	20.1	19.9	11.2	8.5	7.5	7.1	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					13,020 20.1				21,120 32.6								
AVERAGE AUDIENCE (Households (000) & %)					10,500 16.2	15.3*		17.1*	14,710 22.7		21.3*		22.2*		24.2*		23.0*
SHARE OF AUDIENCE %					23	22 *		24 *	36		31 *		33 *		39 *		40 *
AVG. AUD. BY ¼ HR. %					15.1	15.6	16.4	17.8	21.1	21.6	22.1	22.3	24.5	23.9	23.4	22.7	
2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,750 24.3				19,960 30.8								
AVERAGE AUDIENCE (Households (000) & %)					13,280 20.5	20.0*		21.0*	13,350 20.6	18.9*		19.8*		21.5*		22.1*	
SHARE OF AUDIENCE %					29	29 *		30 *	32	28 *		30 *		35 *		38 *	
AVG. AUD. BY ¼ HR. %					19.9	20.1	21.0	21.0	19.0	18.9	19.8	19.7	20.8	22.1	22.8	21.5	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					19,180 29.6				16,330 25.2		13,930 21.5		8,290 12.8				
AVERAGE AUDIENCE (Households (000) & %)					16,520 25.5	25.1*		25.9*	15,160 23.4		12,960 20.0		5,570 8.6		9.9*		7.3*
SHARE OF AUDIENCE %					36	36 *		36 *	34		30		14		16 *		13 *
AVG. AUD. BY ¼ HR. %					24.7	25.5	26.1	25.7	23.3	23.4	20.1	19.9	11.2	8.5	7.5	7.1	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					13,020 20.1				21,120 32.6								
AVERAGE AUDIENCE (Households (000) & %)					10,500 16.2	15.3*		17.1*	14,710 22.7		21.3*		22.2*		24.2*		23.0*
SHARE OF AUDIENCE %					23	22 *		24 *	36		31 *		33 *		39 *		40 *
AVG. AUD. BY ¼ HR. %					15.1	15.6	16.4	17.8	21.1	21.6	22.1	22.3	24.5	23.9	23.4	22.7	
TV HOUSEHOLDS USING TV																	
(See Def. 1)	WK 1	64.2	65.8	68.0	68.8	68.8	69.1	69.0	69.4	67.9	66.9	65.0	64.1	61.6	60.4	57.8	54.6
	WK 2	63.9	65.4	66.1	67.3	68.8	69.6	70.7	71.2	68.9	68.4	67.0	66.4	62.5	60.4	58.9	56.1

U.S. TV Households: 64,800,000

(OP) Other Programs: See pages A34-A41

(1) FOR REM. RATINGS SEE OP. PAGES.

(2) FOR REM. RATINGS SEE PAGE A-20

(R) Repeat, see page 8.

EVE. MON. JAN. 8, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · TUE. JAN. 2, 1973

NATIONAL Nielsen TV AUDIENCE ESTIMATES																			EVE. TUE. JAN. 2, 1973	
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,020 20.1		18,660 28.8							17,300 26.7					
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)					11,600 17.9		14,190 21.9							14,710 22.7		22.6*	22.7*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 17.5	18.3	33 19.7	30* 20.0	21.8	22.2	24.2	23.7	24.0* 37*	22.4	23.0	22.8	22.5		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,850 26.0		21,000 32.4				20,800 32.1								
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)					15,290 23.6		17,630 27.2				15,810 24.4					25.7*	24.4*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					36 22.9	41 24.3	41 25.6	39* 26.5	28.3	42* 28.3	39 22.9	35* 23.2	25.7	42* 25.6	25.3	23.4			
1	TOTAL AUDIENCE (Households (000) & %)					13,350 20.6				11,530 17.8					8,750 13.5					
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)					9,720 15.0	14.1*		15.8*	7,840 12.1	10.9*		13.3*	6,480 10.0	10.7*		9.4*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 14.2	21* 14.1	23* 15.9	18 15.7	11.2	16* 10.6	20* 13.0	13.5	11.4	17* 10.1	9.5	16* 9.3			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,520 22.4		20,670 31.9							19,890 30.7					
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)					13,350 20.6		15,550 24.0						16,850 26.0	26.4*		25.7*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 20.0	36 21.1	36 22.3	33* 22.7	23.7	36* 24.3	40* 25.5	44* 25.5	44* 26.4	44* 26.5	26.2	45* 25.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,110 26.4		19,250 29.7				15,490 23.9								
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)					15,290 23.6		15,880 24.5				9,530 14.7					14.8*	13.9*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 23.4	36 23.9	36 23.4	35* 23.9	25.5	38* 25.1	24 16.6	24* 14.3	25* 15.0	25* 14.6	14.2	24* 13.6			
2	TOTAL AUDIENCE (Households (000) & %)					13,280 20.5				12,180 18.8					11,730 18.1					
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)					10,040 15.5	15.1*		15.9*	9,270 14.3	12.7*		16.0*	9,070 14.0	14.3*		13.8*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 15.0	22* 15.2	23* 15.8	22* 15.9	12.7	19* 12.8	24 15.8	25* 16.1	24 14.7	24* 13.9	13.7	24* 13.9			
TV HOUSEHOLDS USING TV		WK 1	61.3	62.5	62.0	63.3	65.2	66.4	67.0	67.7	67.2	66.7	66.0	65.2	62.6	60.7	59.3	56.6		
(See Def. 1)		WK 2	65.1	66.5	66.4	67.6	68.4	68.9	68.7	68.4	66.9	67.0	65.2	63.3	60.7	59.4	58.0	56.0		

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

EVE · TUE. JAN. 9, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. JAN. 3, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					12,050 18.6		15,420 23.8						12,380 19.1				
AVERAGE AUDIENCE (Households (000) & %)					10,630 16.4		10,430 16.1						9,720 15.0				
SHARE OF AUDIENCE %					24		24		15.9*		16.4*		15.9*		15.7*		14.2*
AVG. AUD. BY 1/4 HR. %					16.0	16.7	15.9	15.9	16.3	16.5	16.2	15.7	15.9	15.6	14.9	13.6	25*
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					21,320 32.9			18,600 28.7					17,370 26.8				
AVERAGE AUDIENCE (Households (000) & %)					15,290 23.6	22.0*		16,070 24.8	24.6*		25.0*		15,100 23.3	23.7*		22.8*	
SHARE OF AUDIENCE %					35	33*		36*	37	36*	38*		40	40*		41*	
AVG. AUD. BY 1/4 HR. %					21.7	22.2	24.9	25.7	24.7	24.5	24.9	25.1	23.8	23.6	23.3	22.3	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					17,300 26.7		19,570 30.2						11,660 18.0				
AVERAGE AUDIENCE (Households (000) & %)					15,940 24.6		13,870 21.4						9,330 14.4	14.6*		14.3*	
SHARE OF AUDIENCE %					36		31	22.4*		21.6*		20.2*	31*	25	24*	26*	
AVG. AUD. BY 1/4 HR. %					23.3	25.9	22.7	22.2	21.9	21.2	21.0	19.5	14.8	14.3	14.6	14.0	
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					13,150 20.3		17,110 26.4						9,850 15.2				
AVERAGE AUDIENCE (Households (000) & %)					11,860 18.3		13,410 20.7	18.8*		21.6*		21.6*	6,870 10.6	11.7*		9.5*	
SHARE OF AUDIENCE %					27		31	27*		32*		33*	19	20*		17*	
AVG. AUD. BY 1/4 HR. %					18.4	18.3	18.5	19.2	21.4	21.9	22.3	21.0	12.7	10.6	9.6	9.4	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					18,860 29.1			16,590 25.6					18,860 29.1				
AVERAGE AUDIENCE (Households (000) & %)					13,610 21.0	19.0*		13,930 21.5	21.5*		21.5*		16,070 24.8	25.2*		24.4*	
SHARE OF AUDIENCE %					30	28*		33*	32	32*		33*	43	43*		44*	
AVG. AUD. BY 1/4 HR. %					18.7	19.3	23.1	23.0	21.7	21.2	21.4	21.5	24.8	25.5	25.2	23.6	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					18,010 27.8		18,010 27.8						14,260 22.0				
AVERAGE AUDIENCE (Households (000) & %)					16,460 25.4		13,410 20.7	20.9*		20.9*		20.3*	11,470 17.7	17.3*		18.0*	
SHARE OF AUDIENCE %					37		31	30*		31*		31*	31	29*		32*	
AVG. AUD. BY 1/4 HR. %					24.8	26.0	21.1	20.6	20.8	20.9	20.8	19.8	17.3	17.3	18.3	17.8	
2																	
TV HOUSEHOLDS USING TV	WK 1	60.5	62.5	63.1	64.4	66.6	68.4	69.3	69.5	68.7	67.8	67.2	65.2	60.1	59.0	57.3	54.1
(See Def. 1)	WK 2	64.4	65.4	65.6	67.2	69.0	68.9	69.0	68.9	68.0	67.7	67.0	65.3	59.5	58.1	57.2	54.1

EVE. WED. JAN. 10, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · THU. JAN. 4, 1973

		TIME																
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,350 20.6				9,460 14.6				13,220 20.4				
	ABC TV							Mod Squad				The Men ASSIGNMENT: VIENNA			Owen Marshall, Counselor at Law			
	AVERAGE AUDIENCE (Households (000) & %)					11,280 17.4				7,260 11.2				11,470 17.7				
	SHARE OF AUDIENCE %					26				17				30				
	AVG. AUD. BY 1/4 HR. %					17.0		17.4	17.7	17.7	12.1	10.9	10.6	11.3	17.0	17.7	18.3	17.9
E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,320 22.1				16,650 25.7								
	CBS TV							The Waltons						The CBS Thursday Night Movies® "THE SAND PEBBLES" PART I (9:00-10:50PM)				
	AVERAGE AUDIENCE (Households (000) & %)					12,250 18.9		18.7*		11,990 18.5	17.4*		18.2*		19.7*		19.0*	
	SHARE OF AUDIENCE %					28		28 *		30	27 *		28 *		32 *		33 *	
	AVG. AUD. BY 1/4 HR. %					18.4		18.9	19.5	18.9	16.9	17.8	18.3	18.1	19.7	19.8	19.2	18.7
E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,500 30.1				21,840 33.7				15,750 24.3				
	NBC TV							The Flip Wilson Show				Ironsides			The Dean Martin Show			
	AVERAGE AUDIENCE (Households (000) & %)					15,940 24.6		23.8*		18,920 29.2	28.9*		29.6*	11,600 17.9		18.8*		17.0*
	SHARE OF AUDIENCE %					37		36 *		45	44 *		45 *	30		31 *		30 *
	AVG. AUD. BY 1/4 HR. %					23.1		24.4	25.0	26.0	28.4	29.4	30.0	29.1	19.4	18.2	16.9	17.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,410 20.7				11,860 18.3								
	ABC TV							Undersea World of Jacques Cousteau "500 MILLION YEARS BENEATH THE SEA" (8:00-9:00PM)						Highlights Of Michelangelo Antonioni's "Chung Kuo" (China) (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					10,820 16.7		16.4*		6,480 10.0	10.7*		10.1*		10.2*		8.9*	
	SHARE OF AUDIENCE %					24		24 *		16	16 *		15 *		17 *		17 *	
	AVG. AUD. BY 1/4 HR. %					16.3		16.6	16.6	17.3	11.0	10.5	10.1	10.1	10.6	9.8	9.1	8.7
E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,880 24.5				20,020 30.9								
	CBS TV							The Waltons						The CBS Thursday Night Movies "THE GYPSY MOTHS" (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					13,410 20.7		20.1*		13,220 20.4	20.9*		19.3*		21.6*		19.6*	
	SHARE OF AUDIENCE %					29		29 *		33	31 *		29 *		36 *		36 *	
	AVG. AUD. BY 1/4 HR. %					19.8		20.5	21.2	21.1	21.2	20.6	19.5	19.1	21.5	21.7	21.0	18.2
E E K 2	TOTAL AUDIENCE (Households (000) & %)					21,320 32.9				21,710 33.5				17,300 26.7				
	NBC TV							The Flip Wilson Show				Ironsides			The Dean Martin Show			
	AVERAGE AUDIENCE (Households (000) & %)					16,910 26.1		25.2*		18,860 29.1	29.0*		29.1*	13,350 20.6		21.2*		20.0*
	SHARE OF AUDIENCE %					37		36 *		44	43 *		44 *	36		36 *		37 *
	AVG. AUD. BY 1/4 HR. %					24.6		25.8	27.2	27.0	28.6	29.3	29.5	28.8	21.4	21.1	20.1	19.8
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	59.7	60.7	62.1	63.6	65.7	66.3	66.7	67.4	65.5	65.2	65.5	64.7	61.4	60.3	58.4	55.7
		WK 2	61.6	64.2	64.2	65.6	68.8	70.3	70.7	71.1	67.8	67.7	66.7	65.1	60.8	58.3	55.8	51.7

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) Other Programs: See pages A34, A41

(1) FEATURETTE "OLLY MADONNA" (SUS) (10:50-11:00PM)

EVE · THU. JAN. 11, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · FRI. JAN. 5, 1973

6

NATIONAL WEEKEND TV AUDIENCE ESTIMATES																		
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W	TOTAL AUDIENCE (Households (000) & %)				13,410 20.7		14,970 23.1		14,000 21.6		15,030 23.2		14,900 23.0					
	ABC TV				Brady Bunch		Partridge Family		Room 222		Odd Couple		Love, American Style					
	AVERAGE AUDIENCE (Households (000) & %)				12,380 19.1		13,930 21.5		13,020 20.1		13,800 21.3		12,250 18.9	18.4*		19.5*		
	SHARE OF AUDIENCE %				30		33		31		34		32	30 *		34 *		
	AVG. AUD. BY ¼ HR. %				18.7	19.4	21.1	21.8	20.0	20.2	21.3	21.3	18.1	18.7	19.2	19.8		
E	TOTAL AUDIENCE (Households (000) & %)				13,220 20.4				17,240 26.6									
	CBS TV				Mission: Impossible				Friday Night CBS Movie®				Featurette					
	AVERAGE AUDIENCE (Households (000) & %)				9,910 15.3	13.8*		16.9*	12,310 19.0	18.9*		18.8*		19.7*				
	SHARE OF AUDIENCE %				24	21 *		26 *	30	30 *		30 *		32 *				
	AVG. AUD. BY ¼ HR. %				13.7	13.9	16.9	16.9	18.9	18.9	18.7	18.8	19.8	19.5	18.2			
K	TOTAL AUDIENCE (Households (000) & %)				20,740 32.0		14,130 21.8		14,580 22.5				15,550 24.0					
	NBC TV				Sanford and Son		Little People		Circle of Fear				In Search Of Ancient Astronauts					
	AVERAGE AUDIENCE (Households (000) & %)				19,120 29.5		13,020 20.1		11,470 17.7	17.9*		17.6*	11,790 18.2	18.0*		18.5*		
	SHARE OF AUDIENCE %				46		31		28	28 *		28 *	31	29 *		32 *		
	AVG. AUD. BY ¼ HR. %				28.9	30.2	20.6	19.6	18.0	17.7	17.2	18.0	18.8	17.3	17.7	19.3		

				TOTAL AUDIENCE (Households (000) & %)		14,000 21.6		15,550 24.0		14,000 21.6		15,360 23.7		16,070 24.8				
				ABC TV		Brady Bunch		Partridge Family		Room 222		Odd Couple		Love, American Style				
				AVERAGE AUDIENCE (Households (000) & %)		12,830 19.8		14,520 22.4		12,700 19.6		13,930 21.5		13,020 20.1		19.4*		
				SHARE OF AUDIENCE %		31		35		32		35		36		36 *		
				AVG. AUD. BY ¼ HR. %		19.4		20.3		19.1		20.9		21.3		19.1		
				TOTAL AUDIENCE (Households (000) & %)		12,440 19.2				17,630 27.2								
				CBS TV		Mission: Impossible						Friday Night CBS Movie						
				AVERAGE AUDIENCE (Households (000) & %)		9,140 14.1		12.3*		9,590 14.8		16.9*		15.3*		12.7*		
				SHARE OF AUDIENCE %		22		19 *		25		27 *		25 *		23 *		
				AVG. AUD. BY ¼ HR. %		11.8		12.8		17.4		16.3		14.9		12.4		
				TOTAL AUDIENCE (Households (000) & %)		21,580 33.3		14,710 22.7		14,840 22.9				12,900 19.9				
				NBC TV		Sanford and Son		Little People		Circle of Fear				Banyon				
				AVERAGE AUDIENCE (Households (000) & %)		20,220 31.2		13,610 21.0		11,400 17.6		18.0*		10,500 16.2		16.2*		
				SHARE OF AUDIENCE %		49		33		17.6		29 *		17.1*		30 *		
				AVG. AUD. BY ¼ HR. %		31.2		21.3		18.1		17.9		16.0		16.2		
TV HOUSEHOLDS USING TV				WK 1	59.7	60.3	60.6	62.3	63.6	65.4	65.0	65.3	64.0	63.9	63.2	63.6	61.7	60.4
(See Def. 1)				WK 2	58.6	60.1	60.3	62.1	63.2	64.4	64.2	63.7	61.9	62.0	61.7	61.1	58.3	57.3

U.S. TV Households: 64,800,000

(OP) Other Programs: See pages A34-A41

(1) FOR REM. RATINGS SEE OP. PAGES.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

EVE · FRI. JAN. 12, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · SAT. JAN. 6, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV					8,230 12.7				9,660 14.9								
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)					5,960 9.2	8.1*		10.3*	7,260 11.2	11.1*			11.4*				
	SHARE OF AUDIENCE %					14	12 *		16 *	18	18 *			19 *				
	AVG. AUD. BY ¼ HR. %					8.1	8.1	9.7	10.9	11.0	11.2	11.6		11.2				
W E E K 2	CBS TV					24,950 38.5		18,080 27.9		16,720 25.8		15,160 23.4		18,080 27.9				
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)					22,940 35.4		16,720 25.8		15,360 23.7		14,130 21.8		14,320 22.1	22.5*		21.8*	
	SHARE OF AUDIENCE %					54		40		38		36		40	40 *		41 *	
	AVG. AUD. BY ¼ HR. %					34.3	36.4	26.8	24.8	23.6	23.9	21.9	21.6	22.7	22.3	22.1	21.5	
W E E K 3	NBC TV					16,980 26.2				21,510 33.2								
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)					13,020 20.1	18.4*		21.8*	13,090 20.2	20.6*		19.8*		19.8*		20.2*	
	SHARE OF AUDIENCE %					31	28 *		34 *	36	33 *		33 *		35 *		38 *	
	AVG. AUD. BY ¼ HR. %					18.7	18.2	21.8	21.9	20.7	20.5	20.0	19.6	20.0	19.6	20.2	20.2	
W E E K 4	ABC TV					8,490 13.1				10,110 15.6				10,500 16.2				
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)					6,350 9.8	9.1*		10.5*	8,290 12.8	12.4*		13.2*	7,840 12.1	11.6*		12.6*	
	SHARE OF AUDIENCE %					16	14 *		17 *	21	20 *		22 *	22	20 *		24 *	
	AVG. AUD. BY ¼ HR. %					9.2	9.1	10.4	10.6	11.9	12.9	13.4	13.1	10.9	12.2	12.5	12.6	
W E E K 5	CBS TV					23,980 37.0		17,820 27.5		18,730 28.9		17,560 27.1		16,460 25.4				
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)					21,900 33.8		16,390 25.3		17,300 26.7		16,460 25.4		11,400 17.6	19.8*		15.4*	
	SHARE OF AUDIENCE %					53		41		43		42		32	35 *		29 *	
	AVG. AUD. BY ¼ HR. %					32.3	35.2	26.1	24.5	25.9	27.5	25.2	25.6	22.2	17.5	15.8	15.0	
W E E K 6	NBC TV					15,420 23.8				16,140 24.9								
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)					11,730 18.1	15.9*		20.4*	9,980 15.4	15.3*		14.8*		16.0*		15.4*	
	SHARE OF AUDIENCE %					29	25 *		33 *	27	25 *		25 *		28 *		29 *	
	AVG. AUD. BY ¼ HR. %					15.9	15.8	19.9	20.8	16.1	14.4	15.0	14.6	15.8	16.3	16.0	14.9	
TV HOUSEHOLDS USING TV WK 1		60.5	62.5	63.1	63.9	65.2	65.9	64.3	63.5	62.5	61.9	60.1	59.6	57.0	55.1	53.7	53.2	
(See Def. 1)		57.3	59.3	59.8	60.4	62.5	64.1	62.5	61.5	61.2	61.7	60.7	60.2	58.4	56.0	53.4	51.4	

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) Other Programs: See pages A34, A41.

(1) FOR REN, RATINGS SEE OP PAGES.

EVE · SAT. JAN. 13, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · SUN. JAN. 7, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)					16,260 25.1				19,630 30.3								
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)					12,900 19.9	18.7*			11,280 17.4	16.2*			16.2*		17.1*		18.2*
SHARE OF AUDIENCE %					29	27 *			30 *	31	24 *		24 *		29 *		34 *
AVG. AUD. BY ¼ HR. %					18.4	19.0	20.7		21.3	16.8	15.6	16.7	15.6	17.3	16.9	17.8	18.6
W																	
E																	
E																	
K																	
1																	
TOTAL AUDIENCE (Households (000) & %)			11,790 18.2		12,700 19.6		15,940 24.6						15,360 23.7				
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)			10,500 16.2		11,600 17.9		12,250 18.9		17.0*		20.8*	17.5	16.5*		18.6*		
SHARE OF AUDIENCE %			24		26		28		25 *		30 *	28	25 *		31 *		
AVG. AUD. BY ¼ HR. %			15.9	16.5	18.0	17.9	16.6	17.4	20.5	21.0	16.3	16.6	18.8	18.3			
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)			21,320 32.9				23,780 36.7								13,020 20.1		
SHARE OF AUDIENCE %			32.9				36.7								20.1		
AVG. AUD. BY ¼ HR. %			32.9				36.7								20.1		

TOTAL AUDIENCE (Households (000) & %)					15,030 23.2				18,990 29.3								
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)					11,990 18.5	17.7*			11,400 17.6	16.0*			16.8*		18.3*		18.9*
SHARE OF AUDIENCE %					28	27 *			30 *	25 *			27 *		32 *		37 *
AVG. AUD. BY ¼ HR. %					17.2	18.1	19.4	19.1	16.1	15.8	16.6	17.0	18.2	18.4	19.0	18.8	
W																	
E																	
E																	
K																	
2																	
TOTAL AUDIENCE (Households (000) & %)			11,400 17.6		10,890 16.8		15,160 23.4						12,570 19.4				
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)			9,720 15.0		9,910 15.3		11,860 18.3		17.2*		19.3*	13.4	12.7*		14.0*		
SHARE OF AUDIENCE %			23		23		28		27 *		30 *	23	20 *		25 *		
AVG. AUD. BY ¼ HR. %			14.1	15.9	15.2	15.4	16.8	17.7	19.4	19.2	13.1	12.4	14.3	13.7			
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)			22,870 35.3				22,160 34.2								12,050 18.6		
SHARE OF AUDIENCE %			35.3				34.2								18.6		
AVG. AUD. BY ¼ HR. %			35.3				34.2								18.6		

TV HOUSEHOLDS USING TV	WK 1	WK 2	62.6	64.1	66.2	67.8	69.2	69.8	68.7	69.1	68.3	68.2	67.2	65.4	61.0	58.7	54.2	53.2
(See Def. 1)			61.0	61.6	63.0	65.3	65.9	66.2	64.9	64.9	64.0	63.9	62.7	61.4	57.4	56.0	51.9	49.7

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) Other Programs: See pages A34-A41

(1) FOR REM. RATINGS SEE OP. PAGES

EVE · SUN. JAN. 14, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · MON. JAN. 15, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				16,520 25.5				17,240 26.6											
	AVERAGE AUDIENCE (Households (000) & %)				13,800 21.3				12,440 19.2											
	SHARE OF AUDIENCE %				21.3 31		20.7* 30 *		22.0* 32 *		19.1* 28 *		19.5* 31 *		19.4* 33 *					
	AVG. AUD. BY ¼ HR. %				20.4		21.1		21.8		22.1		19.5		19.6		18.6			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				17,300 26.7				15,810 24.4		13,220 20.4		12,570 19.4							
	AVERAGE AUDIENCE (Households (000) & %)				14,970 23.1				14,130 21.8		12,120 18.7		9,910 15.3		15.8* 27		14.9* 28 *			
	SHARE OF AUDIENCE %				34 22.5		22.8* 33 *		23.5* 34 *		18.7 29		15.3 15.8		27 27 *		28 *			
	AVG. AUD. BY ¼ HR. %				22.5		23.0		23.6		23.3		21.5		22.1		18.8		15.0	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				11,530 17.8				18,660 28.8											
	AVERAGE AUDIENCE (Households (000) & %)				9,200 14.2				12,120 18.7											
	SHARE OF AUDIENCE %				21 13.5		13.6* 20 *		14.9* 22 *		18.9* 28 *		18.8* 30 *		18.9* 32 *		18.4* 34 *			
	AVG. AUD. BY ¼ HR. %				13.5		13.7		14.5		15.3		19.2		18.6		19.2		18.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				16,720 25.8				18,920 29.2											
	AVERAGE AUDIENCE (Households (000) & %)				13,800 21.3				13,610 21.0											
	SHARE OF AUDIENCE %				29 20.7		21.1* 21.4		21.5* 21.6		21.0* 21.0		20.8* 20.9		21.2* 21.3		11.5 13.3			
	AVG. AUD. BY ¼ HR. %				20.7		21.4		21.4		21.6		21.0		20.8		21.2		9.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				20,090 31.0				16,650 25.7		12,960 20.0									
	AVERAGE AUDIENCE (Households (000) & %)				16,910 26.1				14,970 23.1		11,530 17.8									
	SHARE OF AUDIENCE %				36 24.9		25.2* 25.5		27.1* 27.0		23.6 23.6		18.2 17.4							
	AVG. AUD. BY ¼ HR. %				24.9		25.5		27.1		27.0		22.6		23.6		18.2		17.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				14,260 22.0				21,840 33.7											
	AVERAGE AUDIENCE (Households (000) & %)				11,340 17.5				13,870 21.4											
	SHARE OF AUDIENCE %				24 17.2		17.4* 17.5		17.6* 17.6		19.9* 19.5		21.5* 21.6		22.2 22.2		22.3* 22.4			
	AVG. AUD. BY ¼ HR. %				17.2		17.5		17.5		17.6		20.3		21.4		21.6		22.4	
TV HOUSEHOLDS USING TV		WK 1	60.8	62.1	64.3	66.0	67.8	68.9	69.0	69.4	67.6	67.0	64.5	62.8	60.4	58.6	56.8	51.0		
(See Def. 1)		WK 2	66.3	68.6	69.2	70.1	72.2	73.5	73.3	72.8	70.7	71.1	68.8	67.3	64.2	61.5	56.8	53.0		

U.S. TV Households: 64,800,000

(OP) Other Programs: See pages A34-A41

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

EVE · MON. JAN. 22, 1973

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					13,800 21.3		20,090 31.0							17,820 27.5			
		AVERAGE AUDIENCE (Households (000) & %)						12,570 19.4		15,160 23.4							15,750 24.3		24.2*
		SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %						29 18.7		35 22.0			23.6*	35 23.8	24.5* 38	24.3 24.0	24.5* 42	24.9 24.6	43 23.8
			Temperatures Rising → Tuesday Movie of the Week "THE NIGHT STRANGER" (8:30-10:00PM) → Marcus Welby, M.D. →																
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					16,200 25.0		19,050 29.4				15,230 23.5						
		AVERAGE AUDIENCE (Households (000) & %)						14,710 22.7		15,420 23.8				11,210 17.3					
		SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %						34 21.8		35 23.0			24.6* 36	29 24.2	26* 16.7	16.5	17.9	18.1	17.9 16.9
			Maude → Hawaii Five-0 → Tuesday Night CBS Movies "THE VOYAGE OF THE YES" (9:30-11:00PM) →																
W E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)					13,220 20.4				12,310 19.0					10,240 15.8			
		AVERAGE AUDIENCE (Households (000) & %)						9,910 15.3		15.2*		15.4*	9,200 14.2	13.1*		15.4*	7,780 12.0	12.8*	11.2*
		SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %						23 15.6		23* 14.8		22* 15.3	22 13.2	19* 12.9	24* 15.2	21 15.5	22* 13.6	22* 11.9	20* 11.4 10.9
			Bonanza → Bold Ones → NBC Reports "THE FORBIDDEN CITY" (Easton Corp.) →																
W E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)					12,510 19.3				15,030 23.2								
		AVERAGE AUDIENCE (Households (000) & %)						9,270 14.3		13.1*		8,160 12.6	12.0*		13.2*				
		SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %						22 12.6		20* 13.5		23* 15.7	17* 15.6	19* 11.9	19* 12.0	19* 13.1	19* 13.3	20* 14.1	21* 13.5 12.9 12.8
			Lyndon B. Johnson An Appreciation (7:30-10:00PM) (SUSTAINER) → Marcus Welby, M.D. → NBA All Star Game (9:00-10:00G/10:10-11:20PM) → (1) NBA All Star Game (9:00-10:00G/10:10-11:20PM) →																
W E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)					18,270 28.2		25,660 39.6				27,800 42.9						
		AVERAGE AUDIENCE (Households (000) & %)						16,070 24.8		18,600 28.7				18,990 29.3					
		SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %						35 23.9		40 25.7		34* 24.1	47* 25.2	49 31.8	45* 33.5	45* 30.0		31.1	30.8 29.2
			Maude → Hawaii Five-0 → Entertainer of the Year Awards (9:30-10:00G/10:20-11:20PM) → (2) Entertainer of the Year Awards (9:30-10:00G/10:20-11:20PM) →																
W E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)					19,050 29.4				16,520 25.5					14,320 22.1			
		AVERAGE AUDIENCE (Households (000) & %)						15,680 24.2		23.6*		24.8*	12,050 18.6	18.8*		18.4*	10,110 15.6	17.0*	14.6*
		SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %						34 23.4		34* 23.8		35* 24.8	27 19.3	27* 18.2	27* 18.8	27* 18.0	24 18.4	25* 16.5	23* 15.4 13.8
			Incredible Flight of the Snow Geese (9:00-9:00PM) (American Gas Assn) → America "A FIREBALL IN THE NIGHT" (9:00-10:00PM) (Kagan Corp.) → (4) Pres. Nixon Speech: Analysis (10:10-11:00PM) (Gulf Oil Corp.) →																
TV HOUSEHOLDS USING TV		WK 1	59.5	61.7	63.1	64.8	66.3	67.5	68.5	68.9	67.9	66.8	64.3	63.6	59.9	58.4	57.0	55.1	
(See Def. 1)		WK 2	64.8	65.7	66.1	67.9	69.6	71.0	71.6	71.8	70.7	69.7	67.8	67.4	66.6	62.8	59.9	56.2	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · WED. JAN. 17, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W	TOTAL AUDIENCE (Households (000) & %)					11,860 18.3		14,000 21.6						12,960 20.0					
	ABC TV					Paul Lynde Show		Wednesday Movie of the Week "FEMALE ARTILLERY" (8:30-10:00PM)						Owen Marshall, Counselor at Law					
	AVERAGE AUDIENCE (Households (000) & %)					10,560 16.3		10,370 16.0		15.7* 22 *		16.0* 23 *		16.2* 24 *		16.5* 27 *		16.9* 31 *	
	SHARE OF AUDIENCE %					24		23		22 *		23 *		24 *		27 *		31 *	
	AVG. AUD. BY ¼ HR. %					15.5		17.1		15.3		16.0		16.1		15.9		16.6	
E	TOTAL AUDIENCE (Households (000) & %)					17,690 27.3				11,790 18.2				14,900 23.0					
	CBS TV					National Geographic Society Special "STRANGE CREATURES OF THE NIGHT" (8:00-9:00PM)		Medical Center						Cannon					
	AVERAGE AUDIENCE (Households (000) & %)					12,770 19.7		20.2* 30 *		19.2* 27 *		9,530 14.7		14.9* 21 *		12,120 18.7		18.4* 31 *	
	SHARE OF AUDIENCE %					28		30 *		27 *		21		21 *		33		31 *	
	AVG. AUD. BY ¼ HR. %					20.6		19.8		19.5		19.0		15.0		14.8		14.6	
K	TOTAL AUDIENCE (Households (000) & %)					18,860 29.1		27,990 43.2						17,880 27.6					
	NBC TV					Adam 12		Bob Hope Christmas Show (8:30-10:00PM)						Cole Porter In Paris (10:00-11:00PM) (Amer. Tel. & Tel. Co.)					
	AVERAGE AUDIENCE (Households (000) & %)					17,170 26.5		22,100 34.1		31.3* 44 *		35.7* 51 *		12,440 19.2		21.8* 36 *		16.5* 30 *	
	SHARE OF AUDIENCE %					39		49		44 *		51 *		34		36 *		30 *	
	AVG. AUD. BY ¼ HR. %					25.6		27.4		30.5		32.1		35.5		36.0		35.6	
1	TOTAL AUDIENCE (Households (000) & %)					12,050 18.6		19,570 30.2						18,790 29.0					
	ABC TV					Paul Lynde Show		Wednesday Movie of the Week "MGO ASK ALICE" (8:30-10:00PM)						Owen Marshall, Counselor at Law					
	AVERAGE AUDIENCE (Households (000) & %)					10,890 16.8		15,360 23.7		21.8* 33 *		24.5* 37 *		24.8* 37 *		24.2* 40 *		25.1* 46 *	
	SHARE OF AUDIENCE %					26		36		33 *		37 *		37 *		43		46 *	
	AVG. AUD. BY ¼ HR. %					16.7		16.8		21.5		22.1		24.2		24.7		24.8	
2	TOTAL AUDIENCE (Households (000) & %)					17,760 27.4				14,450 22.3				10,560 16.3					
	CBS TV					Sonny and Cher Comedy Hour		Medical Center						Vietnam: Peace Perspective (10:00-11:00PM) (Western Electric Co.)					
	AVERAGE AUDIENCE (Households (000) & %)					12,050 18.6		17.2* 27 *		19.9* 30 *		11,920 18.4		18.2* 27 *		18.6* 28 *		7,390 11.4	
	SHARE OF AUDIENCE %					28		27 *		30 *		28		27 *		28 *		20	
	AVG. AUD. BY ¼ HR. %					17.2		17.2		19.6		20.3		18.2		18.1		18.5	
3	TOTAL AUDIENCE (Households (000) & %)					17,820 27.5		16,650 25.7						14,580 22.5					
	NBC TV					Adam 12		NBC Wednesday Mystery Movie "BANACEK" (8:30-10:00PM)						Search					
	AVERAGE AUDIENCE (Households (000) & %)					16,200 25.0		12,570 19.4		19.7* 30 *		19.3* 29 *		10,890 16.8		17.7* 30 *		16.0* 29 *	
	SHARE OF AUDIENCE %					39		29		30 *		29 *		29		30 *		29 *	
	AVG. AUD. BY ¼ HR. %					24.0		26.1		19.8		19.2		19.4		19.8		18.7	
TV HOUSEHOLDS USING TV		WK 1	59.3	60.4	62.5	63.7	67.2	69.0	69.9	71.2	69.5	69.3	69.4	68.0	61.6	58.7	56.1	52.7	
(See Def. 1)		WK 2	62.5	63.2	63.2	63.7	64.3	65.5	66.0	66.5	66.2	66.3	67.2	67.0	60.4	59.3	56.6	53.5	

U.S. TV Households: 64,600,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) Other Programs: See pages A34-A41

EVE · WED. JAN. 24, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. JAN. 18, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					13,150 20.3				14,520 22.4				13,870 21.4				
	ABC TV							Mod Squad			Kung Fu						The Streets of San Francisco	
	AVERAGE AUDIENCE (Households (000) & %)					11,150 17.2	16.8*			11,790 18.2	17.6*			11,730 18.1	17.8*			18.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 16.4	25 *	17.3	17.4	26 *	25 *	18.1	18.8	27 *	31	29 *	18.4	32 *
E K 2	TOTAL AUDIENCE (Households (000) & %)					16,520 25.5				15,810 24.4								
	CBS TV							The Waltons						The CBS Thursday Night Movies® "VERTIGO" (9:00-11:30PM) (1)				
	AVERAGE AUDIENCE (Households (000) & %)					13,740 21.2	20.8*			8,940 13.8	13.5*			13,4*	14.3*			13.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					31 20.3	31 *	21.3	22.1	23	19 *	13.4	13.6	19 *	23 *	13.9	13.4	24 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					19,700 30.4				24,950 38.5				16,910 26.1				
	NBC TV							The Flip Wilson Show			Jack Benny's First Farewell (9:00-10:00PM) Radio Corp. of America						The Dean Martin Show	
	AVERAGE AUDIENCE (Households (000) & %)					16,140 24.9	23.6*			21,120 32.6	32.4*			13,670 21.1	22.5*			19.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					37 23.0	35 *	24.2	25.7	38 *	47	33.3	33.2	47 *	36 *	21.8	20.6	35 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					13,480 20.8				13,930 21.5				14,260 22.0				
	ABC TV							Mod Squad			Kung Fu						The Streets of San Francisco	
	AVERAGE AUDIENCE (Households (000) & %)					11,790 18.2	17.4*			11,730 18.1	17.7*			11,600 17.9	18.7*			17.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 17.1	26 *	17.7	18.4	27 *	26 *	18.0	18.7	28 *	31	31 *	17.6	31 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					15,420 23.8				19,630 30.3								
	CBS TV							The Waltons						The CBS Thursday Night Movies® "THE HALLELUJAH TRAIL" (9:00-11:40PM) (1)				
	AVERAGE AUDIENCE (Households (000) & %)					13,150 20.3	20.0*			10,820 16.7	17.3*			16.4*	16.8*			15.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 19.9	30 *	20.1	20.6	29	26 *	16.6	16.2	25 *	28 *	16.3	15.9	29 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					18,400 28.4				18,470 28.5				15,160 23.4				
	NBC TV							The Flip Wilson Show			Ironside						The Dean Martin Show	
	AVERAGE AUDIENCE (Households (000) & %)					15,030 23.2	22.4*			15,490 23.9	23.6*			11,530 17.8	18.2*			17.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 21.5	33 *	23.2	24.0	35 *	35 *	24.4	24.0	36 *	30 *	18.0	17.4	31 *
TV HOUSEHOLDS USING TV		WK 1	59.1	61.8	62.4	63.3	66.3	68.2	68.7	69.1	68.5	70.1	70.6	69.6	62.5	59.9	58.0	55.1
(See Def. 1)		WK 2	59.6	61.9	62.5	64.5	66.5	67.3	68.4	69.1	66.9	66.8	66.9	66.1	61.4	58.7	56.2	54.9

A-9 U.S. TV Households: 64,800,000. * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B.
(OP) Other Programs: See pages A34-A41. (1) FOR REM. RATINGS, SEE OP PAGES.

EVE. THU. JAN. 25, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · FRI. JAN. 19, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,900 19.9		15,030 23.2		15,360 23.7		15,360 23.7		15,030 23.2				
	ABC TV					Brady Bunch		Partridge Family		Room 222		Odd Couple		Love, American Style				
	AVERAGE AUDIENCE (Households (000) & %)					11,730 18.1		14,000 21.6		14,000 21.6		14,130 21.8		12,180 18.8		19.1*		18.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 17.7		34 18.5		34 22.1		35 21.1		33 22.4		33*		34*
2	TOTAL AUDIENCE (Households (000) & %)					11,280 17.4				17,820 27.5								
	CBS TV					Mission: Impossible				Friday Night CBS Movie® "THE MAN WHO KNEW TOO MUCH" (9:00-11:25PM) (1)								
	AVERAGE AUDIENCE (Households (000) & %)					8,100 12.5		11.2*		13.8*		16.9		15.6*		17.0*		17.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 11.1		18*		22*		29		25*		29*		32*
1	TOTAL AUDIENCE (Households (000) & %)					20,150 31.1		14,640 22.6		13,870 21.4				10,890 16.8				
	NBC TV					Sanford and Son		Little People		Circle of Fear		The Bobby Darin Show						
	AVERAGE AUDIENCE (Households (000) & %)					18,990 29.3		13,480 20.8		10,300 15.9		16.6*		8,160 12.6		13.6*		11.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					46 29.1		33 29.5		25 17.2		26*		22 13.9		23*		21*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,410 20.7		15,550 24.0		12,440 19.2				11,660 18.0				
	ABC TV					Brady Bunch		Partridge Family		Burt Bacharach in Shangri-La (9:00-10:00PM) (Gen. Motors-Chevrolet)		Love, American Style						
	AVERAGE AUDIENCE (Households (000) & %)					12,310 19.0		14,390 22.2		8,100 12.5		13.4*		9,460 14.6		14.5*		14.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					31 18.4		36 19.5		21 14.3		23*		26 14.1		26*		27*
2	TOTAL AUDIENCE (Households (000) & %)					11,530 17.8				20,410 31.5								
	CBS TV					Mission: Impossible				Friday Night CBS Movie® "THE UNSINKABLE MOLLY BROWN" (9:00-11:25PM) (1)								
	AVERAGE AUDIENCE (Households (000) & %)					8,420 13.0		11.8*		14.2*		19.7		19.9*		20.4*		19.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 11.8		19*		23*		36		35*		36*		36*
2	TOTAL AUDIENCE (Households (000) & %)					20,610 31.8		13,610 21.0		16,390 25.3				11,400 17.6				
	NBC TV					Sanford and Son		Little People		Circle of Fear		The Bobby Darin Show						
	AVERAGE AUDIENCE (Households (000) & %)					18,600 28.7		12,830 19.8		12,250 18.9		19.2*		8,360 12.9		13.3*		12.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					46 28.1		32 29.3		32 20.3		32*		33*		24*		23*
TV HOUSEHOLDS USING TV		WK 1	54.6	57.1	58.0	59.9	62.4	63.8	62.9	63.2	62.9	63.3	62.1	61.2	58.8	57.3	55.5	54.4
(See Def. 1)		WK 2	56.6	57.8	59.2	61.0	61.2	62.4	60.8	61.1	59.7	59.2	57.6	57.2	56.4	56.1	55.1	53.8

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) Other Programs: See pages A34-A41

(1) FOR REM. RATINGS SEE OP. PAGES.

EVE · FRI. JAN. 26, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · SAT. JAN. 20, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					8,490 13.1		10,630 16.4		11,660 18.0				10,760 16.6				
	ABC TV					Here We Go Again		Touch of Grace		The Julie Andrews Hour				Three Remarkable Women (10:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					7,450 11.5		9,460 14.6		8,230 12.7		12.6*		12.8* 20 *	8,360 12.9	13.4*		12.3*
	SHARE OF AUDIENCE %					17		23		20		20 *		22	22	22 *		22 *
	AVG. AUD. BY ¼ HR. %					11.2	11.8	14.3	14.8	12.8	12.4	12.7	13.0	13.7	13.1	12.7		11.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					27,020 41.7		18,340 28.3		18,270 28.2		17,300 26.7		16,650 25.7				
	CBS TV					All In The Family		Bridget Loves Bernie		Mary Tyler Moore Show		Bob Newhart Show		Carol Burnett Show				
	AVERAGE AUDIENCE (Households (000) & %)					24,300 37.5		16,910 26.1		16,520 25.5		15,940 24.6		13,540 20.9	20.9	21.9*		20.0*
	SHARE OF AUDIENCE %					56		40		40		39		36	36 *	36 *		36 *
	AVG. AUD. BY ¼ HR. %					36.7	38.4	25.9	26.3	25.1	25.8	24.2	25.0	21.9	21.9	20.5		19.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					6,420 9.9		18,140 28.0										
	NBC TV					Inaugural Highlights (8:00-8:30PM)								NBC Saturday Night At The Movies® "THE APARTMENT" (8:30-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					5,770 8.9		10,760 16.6		14.1*		16.5*		17.1*		17.4*		17.8*
	SHARE OF AUDIENCE %					13		27		22 *		26 *		27 *		29 *		32 *
	AVG. AUD. BY ¼ HR. %					9.6	8.3	14.1	14.1	16.5	16.5	17.2	16.9	17.5	17.2	17.8		17.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,780 12.0		11,600 17.9		9,850 15.2								
	ABC TV					Here We Go Again		Touch of Grace		The Julie Andrews Hour				Years of Anguish-Day of Peace (10:00-11:00PM) (SUSTAINER)				
	AVERAGE AUDIENCE (Households (000) & %)					6,870 10.6		10,500 16.2		7,390 11.4		11.6*		11.2*				
	SHARE OF AUDIENCE %					16		25		19		19 *		19 *				
	AVG. AUD. BY ¼ HR. %					10.4	10.9	15.9	16.6	11.9	11.2	11.4	11.0					
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					26,500 40.9		18,340 28.3		19,180 29.6		15,230 23.5		18,470 28.5				
	CBS TV					All In The Family		Bridget Loves Bernie		Mary Tyler Moore Show		Bob Newhart Show		Carol Burnett Show				
	AVERAGE AUDIENCE (Households (000) & %)					23,910 36.9		16,650 25.7		17,560 27.1		14,450 22.3		15,230 23.5	23.5	23.4*		23.6*
	SHARE OF AUDIENCE %					55		40		44		37		43	42 *	42 *		44 *
	AVG. AUD. BY ¼ HR. %					35.6	38.2	26.0	25.4	26.8	27.5	22.3	22.2	23.2	23.6	23.7		23.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	18,530 28.6						19,440 30.0										
	NBC TV					Peace Begins (7:00-7:30PM) (Gulf Oil Corp.)								NBC Saturday Night At The Movies "PLAY DIRTY" (8:30-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)	9,660 14.9	15.2*			16.5*		10,760 16.6		13.7*		16.6*		17.1*		18.2*		17.6*
	SHARE OF AUDIENCE %	24	26 *			27 *		28		21 *		27 *		29 *		33 *		33 *
	AVG. AUD. BY ¼ HR. %	15.2	15.1	16.8	16.2	13.6	12.3	14.0	13.4	16.9	16.4	17.2	17.0	18.2	18.1	18.3		16.9
TV HOUSEHOLDS USING TV		WK 1	59.4	60.1	61.3	64.0	66.4	67.0	64.7	64.8	63.9	63.8	62.6	62.8	61.6	59.6	56.6	55.0
(See Def. 1)		WK 2	61.6	62.7	64.2	65.8	67.4	68.1	65.7	64.4	62.6	61.7	60.1	59.4	56.5	55.4	54.3	52.5

U.S. TV Households: 64,000,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) Other Programs: See pages A34-A41

EVE · SAT. JAN. 27, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · SUN. JAN. 21, 1973

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					15,750 24.3				22,100 34.1								
		AVERAGE AUDIENCE (Households (000) & %)					12,050 18.6	17.7*			19.5*	22.0	17.9*			21.1*		25.8*	
		SHARE OF AUDIENCE %					27	25 *			28 *	34	25 *			31 *		42 *	
		AVG. AUD. BY ¼ HR. %					17.6	17.7		19.2	19.7	17.4	18.4	20.7		21.6	25.9	25.7	25.6
E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)		13,800 21.3		13,410 20.7		16,070 24.8					14,130 21.8						
		AVERAGE AUDIENCE (Households (000) & %)		12,050 18.6		12,510 19.3		13,090 20.2		19.0*		21.4*	15.4		14.1*			16.7*	
		SHARE OF AUDIENCE %		28		28		29		27 *		30 *	24		21 *			27 *	
		AVG. AUD. BY ¼ HR. %	23.6	17.9	19.3	19.1	19.4	18.4	19.5	21.6	21.1	14.6	13.6	16.8	16.5				
NBC TV	TOTAL AUDIENCE (Households (000) & %)		22,550 34.8					25,080 38.7							9,400 14.5				
	AVERAGE AUDIENCE (Households (000) & %)		18,600 28.7	28.1*				18,470 28.5		27.6*		28.2*		29.6*	8,550 13.2				
	SHARE OF AUDIENCE %		42	42 *				41		40 *		40 *		44 *	21				
	AVG. AUD. BY ¼ HR. %		28.0	28.3	29.1	29.6	28.0	27.2	28.2	28.2	29.9	29.3	13.9	12.5					
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					14,260 22.0				18,920 29.2								
		AVERAGE AUDIENCE (Households (000) & %)					11,080 17.1				11,660 18.0								
		SHARE OF AUDIENCE %		14.7*	14.1*	17.1	14.9*		18.9*	18.0	18.0*		18.0*		18.0*		17.4*		18.8*
		AVG. AUD. BY ¼ HR. %	14.7	14.7	14.4	13.9	14.5	15.2	18.7	19.1	18.4	17.6	18.5	17.6	17.3	17.4	19.0	18.7	
CBS TV	TOTAL AUDIENCE (Households (000) & %)		13,610 21.0		16,330 25.2		19,960 30.8				17,430 26.9								
	AVERAGE AUDIENCE (Households (000) & %)		12,120 18.7		14,260 22.0		15,550 24.0		22.4*		25.5*	23.1	22.7*				23.5*		
	SHARE OF AUDIENCE %		28		32		34		33 *		36 *	34	33 *				36 *		
	AVG. AUD. BY ¼ HR. %		17.7	19.6	21.7	22.3	21.8	23.0	25.4	25.6	22.5	22.9	23.8	23.1					
NBC TV	TOTAL AUDIENCE (Households (000) & %)		21,190 32.7				19,830 30.6												
	AVERAGE AUDIENCE (Households (000) & %)		16,520 25.5	25.2*		25.7*	21.8	21.0*		21.2*		22.5*		22.6*					
	SHARE OF AUDIENCE %		38	38 *		37 *	32	30 *		30 *		33 *		34 *					
	AVG. AUD. BY ¼ HR. %		24.9	25.5	25.8	25.7	21.1	20.8	20.9	21.4	22.3	22.7	22.9	22.3					
TV HOUSEHOLDS USING TV		WK 1	63.2	63.9	66.2	68.2	69.5	69.5	69.0	69.7	70.3	70.2	68.4	67.4	62.9	60.8	54.5	48.3	
(See Def. 1)		WK 2	62.8	64.7	66.3	67.7	68.7	69.1	68.3	69.6	70.7	69.9	68.5	67.6	66.8	65.1	56.9	53.5	

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) Other Programs: See pages A34-A41

(1) FOR REM. RATINGS SEE PAGE A-33.

(2) FOR REM. RATINGS SEE OP. PAGES.

(3) FOR REM. RATINGS SEE PAGE A-32.

EVE · SUN. JAN. 28, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · MON. JAN. 29, 1973

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																		
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																		
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																		
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																		
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																		
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																		
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
TV HOUSEHOLDS USING TV		WK 1	61.1	62.4	63.7	66.2	68.4	69.6	70.3	70.2	69.9	69.2	67.9	66.7	64.8	63.7	61.3	55.6	
(See Def. 1)		WK 2	58.7	59.5	62.2	63.9	64.6	65.4	67.2	68.4	66.9	66.9	64.7	64.3	60.5	58.2	55.7	52.0	

U.S. TV Households: 64,600,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B.
 (OP) Other Programs: See pages A34-A41

EVE · MON. FEB. 5, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · TUE. JAN. 30, 1973

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						12,570 19.4		16,070 24.8						15,940 24.6				
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						11,210 17.3		11,400 17.6		18.0*		17.2*		17.6*	14,190 21.9	21.8*		21.9*
	SHARE OF AUDIENCE %						25		26		25 *		25 *		27 *	37	35 *		38 *
	AVG. AUD. BY ¼ HR. %						16.7	17.9	18.0	17.9	17.4	16.9	17.8	17.5	21.6	22.1	22.4		21.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,890 30.7		22,680 35.0						20,540 31.7				
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)						18,080 27.9		19,050 29.4		29.4*		29.4*		15,160 23.4	22.4*		24.6*	23.3*
	SHARE OF AUDIENCE %						40		42		41 *		42 *		38	34 *		40 *	40 *
	AVG. AUD. BY ¼ HR. %						26.9	28.8	29.4	29.4	29.6	29.2	22.3	22.4	24.6	24.6	24.3		22.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,650 25.7												
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						9,980 15.4		15.0*		14.9*		15.6*		16.1*				
	SHARE OF AUDIENCE %						22		21 *		21 *		22 *		24 *				
	AVG. AUD. BY ¼ HR. %						15.5	14.6	14.8	14.9	15.3	15.9	16.5	15.6					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,640 19.5		21,060 32.5						18,140 28.0				
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						11,280 17.4		14,260 22.0		21.8*		21.8*		15,750 24.3	24.2*		24.4*	
	SHARE OF AUDIENCE %						26		33		32 *		32 *		41	40 *		43 *	
	AVG. AUD. BY ¼ HR. %						16.8	17.9	21.3	22.3	22.1	21.5	22.5	22.0	23.8	24.5	24.8		24.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,470 28.5		20,020 30.9						15,490 23.9				
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)						16,850 26.0		16,390 25.3		25.0*		25.5*		11,280 17.4	17.9*		17.5*	16.7*
	SHARE OF AUDIENCE %						38		37		36 *		37 *		29	28 *		29 *	29 *
	AVG. AUD. BY ¼ HR. %						24.6	27.4	25.1	24.9	25.4	25.6	18.4	17.5	17.6	17.4	17.1		16.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,630 27.2								9,590 14.8				
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						11,400 17.6		16.8*		17.3*		17.9*		18.2*	11.2	12.0*		16.4*
	SHARE OF AUDIENCE %						26		25 *		25 *		26 *		28 *	19	20 *		18 *
	AVG. AUD. BY ¼ HR. %						16.7	16.8	17.2	17.5	18.1	17.7	18.5	18.0	12.6	11.5	10.7		10.1
TV HOUSEHOLDS USING TV WK 1			63.1	64.9	66.7	68.2	70.0	71.1	71.0	70.9	69.8	69.4	66.4	65.4	62.3	60.9	59.3		55.8
(See Def. 1)			61.8	63.2	63.7	64.7	66.9	69.3	68.5	69.3	68.8	67.9	65.7	64.3	61.1	60.3	58.4		55.5

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B.
 (OP) Other Programs: See pages A34-A41.

EVE. · TUE. FEB. 6, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · WED. JAN. 31, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					10,950 16.9		18,530 28.6						15,680 24.2				
	ABC TV					Paul Lynde Show		Wednesday Movie of the Week "SHATCHED" (8:30-10:00PM)						Owen Marshall, Counselor at Law				
	AVERAGE AUDIENCE (Households (000) & %)					10,040 15.5		13,870 21.4		19.5*		22.5*		14,000 21.6		21.5*		21.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 15.1		32 16.0		29* 18.2		34* 20.7		33* 22.3		35* 21.7		38* 21.0
W E K 2	TOTAL AUDIENCE (Households (000) & %)					19,570 30.2		16,850 26.0						14,970 23.1				
	CBS TV					Sonny and Cher Comedy Hour		Medical Center						Cannon				
	AVERAGE AUDIENCE (Households (000) & %)					14,190 21.9		14,060 21.7		23.4*		21.7*		12,510 19.3		20.0*		18.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					33 19.9		32 21.0		35* 23.8		32* 23.1		32* 21.6		33* 19.7		32* 17.9
W E K 1	TOTAL AUDIENCE (Households (000) & %)					17,560 27.1		16,780 25.9						8,100 12.5				
	NBC TV					Adam 12		NBC Wednesday Mystery Movie "MADIGAN" (8:30-10:00PM)						Search				
	AVERAGE AUDIENCE (Households (000) & %)					15,880 24.5		10,690 16.5		17.7*		16.0*		6,350 9.8		9.8*		9.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					37 23.7		25 18.1		26* 17.2		24* 16.1		17 10.1		16* 9.6		17* 9.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)					13,350 20.6		15,490 23.9						12,700 19.6				
	ABC TV					Paul Lynde Show		Wednesday Movie of the Week "DIVORCE HIS, DIVORCE MRS" PART II (8:30-10:00PM)						Owen Marshall, Counselor at Law				
	AVERAGE AUDIENCE (Households (000) & %)					12,120 18.7		10,890 16.8		15.8*		17.2*		10,690 16.5		16.3*		16.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 18.4		25 15.8		24* 15.8		26* 16.9		29 17.2		28* 16.3		29* 16.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)					20,870 32.2		18,470 28.5						17,820 27.5				
	CBS TV					Sonny and Cher Comedy Hour		Medical Center						Cannon				
	AVERAGE AUDIENCE (Households (000) & %)					14,390 22.2		15,680 24.2		19.9*		24.1*		15,360 23.7		23.9*		23.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					34 19.4		37 24.8		30* 20.4		36* 24.2		41 24.2		41* 23.9		41* 23.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)					17,040 26.3		16,520 25.5						10,110 15.6				
	NBC TV					Adam 12		NBC Wednesday Mystery Movie "BANACEK" (8:30-10:00PM)						Search				
	AVERAGE AUDIENCE (Households (000) & %)					15,550 24.0		12,180 18.8		19.2*		18.9*		8,040 12.4		12.9*		11.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					36 23.3		28 19.1		29* 19.3		29* 18.9		21 13.2		22* 12.6		21* 11.4
TV HOUSEHOLDS USING TV WK 1		60.4	61.9	61.3	62.2	65.2	66.5	67.2	67.8	67.4	66.9	66.8	66.7	62.0	59.7	58.7	56.0	
(See Def. 1) WK 2		59.8	60.7	60.6	63.4	65.7	66.0	65.3	66.3	65.8	66.6	67.0	65.4	59.2	58.0	58.0	55.6	

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).
(OP) Other Programs: See pages A34-A41

(R) Repeat, see page B.

EVE · WED. FEB. 7, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. FEB. 1, 1973

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					14,130 21.8				17,630 27.2				17,240 26.6				
		AVERAGE AUDIENCE (Households (000) & %)					11,530 17.8	17.1*		18.5*	15,230 23.5	22.9*		24.1*	14,060 21.7	22.3*		21.1*	
		SHARE OF AUDIENCE %					26	25 *	27 *	35	34 *		36 *	39	38 *		40 *		
		AVG. AUD. BY ¼ HR. %					16.8	17.4	18.1	18.9	22.2	23.6	24.4	23.8	22.6	22.1	21.3	20.8	
		Mod Squad			Kung Fu			The Streets of San Francisco											
E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					17,110 26.4				7,320 11.3				7,780 12.0				
		AVERAGE AUDIENCE (Households (000) & %)					14,320 22.1	22.0*		22.1*	4,990 7.7	8.3*		7.1*	5,770 8.9	9.7*		8.1*	
		SHARE OF AUDIENCE %					32	32 *	32 *	11	12 *		11 *	16	16 *		15 *		
		AVG. AUD. BY ¼ HR. %					21.9	22.2	22.6	21.6	9.1	7.6	6.9	7.3	10.2	9.3	8.2	8.0	
		The Waltons			Conversation With Henry Kissinger (9:00-10:00PM)			LBJ: The Last Interview (10:00-11:00PM) (Quaker Oats Co.)											
W E E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)					20,350 31.4				22,940 35.4				15,880 24.5				
		AVERAGE AUDIENCE (Households (000) & %)					16,140 24.9	24.0*		25.8*	19,380 29.9	29.6*		30.2*	12,770 19.7	20.6*		18.8*	
		SHARE OF AUDIENCE %					36	35 *	37 *	44	44 *		45 *	35	35 *		35 *		
		AVG. AUD. BY ¼ HR. %					23.7	24.2	25.5	26.1	28.8	30.3	30.9	29.6	21.0	20.2	19.2	18.3	
		The Flip Wilson Show			Ironside			The Dean Martin Show											
W E E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)					13,150 20.3				14,000 21.6				12,700 19.6				
		AVERAGE AUDIENCE (Households (000) & %)					11,210 17.3	16.8*		17.7*	11,730 18.1	17.9*		18.4*	10,370 16.0	16.2*		15.8*	
		SHARE OF AUDIENCE %					25	25 *	25 *	26	25 *		27 *	26	25 *		27 *		
		AVG. AUD. BY ¼ HR. %					16.7	17.0	17.5	18.0	17.6	18.3	18.7	18.0	16.3	16.1	15.9	15.6	
		Mod Squad			Kung Fu			The Streets of San Francisco											
E E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)					17,110 26.4				17,370 26.8								
		AVERAGE AUDIENCE (Households (000) & %)					14,840 22.9	22.9*		23.0*	10,170 15.7	16.4*		15.4*		16.2*		14.9*	
		SHARE OF AUDIENCE %					33	34 *	32 *	25	23 *		22 *		25 *		25 *		
		AVG. AUD. BY ¼ HR. %					22.7	23.0	23.1	22.9	16.8	16.0	15.3	15.4	16.2	16.1	15.4	14.5	
		The Waltons			The CBS Thursday Night Movies® "THE PROFESSIONALS" (9:00-11:20PM) (1)														
E E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)					20,020 30.9				23,850 36.8				21,250 32.8				
		AVERAGE AUDIENCE (Households (000) & %)					16,780 25.9	23.9*		27.8*	20,220 31.2	30.6*		31.8*	17,370 26.8	28.0*		25.7*	
		SHARE OF AUDIENCE %					37	35 *	39 *	45	43 *		46 *	44 *	44 *		44 *		
		AVG. AUD. BY ¼ HR. %					22.7	25.1	27.3	28.3	30.1	31.1	31.7	31.8	28.8	27.2	26.3	25.1	
		The Flip Wilson Show			Bob Hope Special (9:00-10:00PM) (Ford Motor Co.)			NBC Follies (10:00-11:00PM)											
TV HOUSEHOLDS USING TV WK 1			64.0	65.6	65.7	66.6	68.0	68.1	68.7	69.5	67.2	67.7	67.8	66.6	60.7	57.7	54.6	52.2	
(See Def. 1) WK 2			60.5	62.1	63.5	64.9	67.3	69.2	70.9	71.4	70.4	70.7	69.6	68.6	64.8	62.7	60.1	57.3	

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8.

(OP) Other Programs: See page A3/A41.
(1) FOR REM. RATINGS, SEE OP PAGES.

EVE. THU. FEB. 8, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · FRI. FEB. 2, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					13,870 21.4		16,720 25.8		16,070 24.8		16,520 25.5		18,860 29.1				
	ABC TV							Brady Bunch	Partridge Family	Room 222		Odd Couple		Love, American Style				
	AVERAGE AUDIENCE (Households (000) & %)					12,510 19.3		15,230 23.5		14,260 22.0		14,840 22.9		15,810 24.4		24.2*		24.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					31 19.1		37 22.8	24.2	36 21.5		38 22.4		44 23.9		42* 24.5	25.3	46* 24.0
E K 2	TOTAL AUDIENCE (Households (000) & %)					14,840 22.9												
	CBS TV							Much Ado About Nothing (8:00-11:00PM) (Int'l. Business Mach. Corp.)										
	AVERAGE AUDIENCE (Households (000) & %)					6,160 9.5	10.2*		10.5*		10.3*		9.0*		9.0*		8.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					16 11.3	16* 9.2		16* 10.6		17* 9.7		15* 8.8		16* 9.1		15* 8.7	7.4
W E K 2	TOTAL AUDIENCE (Households (000) & %)					21,900 33.8		16,070 24.8		17,560 27.1				13,800 21.3				
	NBC TV							Sanford and Son	Little People		Circle of Fear		The Bobby Darin Show					
	AVERAGE AUDIENCE (Households (000) & %)					20,090 31.0		14,580 22.5		13,610 21.0	21.4*		20.7*	10,630 16.4	17.1*		15.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					49 30.2	31.8	35 22.7	22.3	34 21.7	35* 21.1	20.9	34* 20.4	29 17.4	30* 16.8	15.7	29* 15.5	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					14,390 22.2		18,140 28.0		14,320 22.1		13,670 21.1		14,260 22.0				
	ABC TV							Brady Bunch	Partridge Family	Room 222		Odd Couple		Love, American Style				
	AVERAGE AUDIENCE (Households (000) & %)					13,150 20.3		16,330 25.2		12,770 19.7		12,380 19.1		11,660 18.0		17.9*		18.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					31 19.7	20.9	39 24.8	25.5	31 19.6	34* 19.9	31 19.0	31 19.2	30* 17.7	30* 18.1	18.6	31* 17.4	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					14,520 22.4				21,320 32.9								
	CBS TV							Mission: Impossible					Friday Night CBS Movie® *THE UNDEFEATED® (9:00-11:20PM) (1)					
	AVERAGE AUDIENCE (Households (000) & %)					9,200 14.2	11.0*		17.5*	14,130 21.8	21.5*		22.1*		22.1*		21.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 11.1	17* 10.8		27* 16.4	37 21.1	34* 21.9		36* 22.2		37* 22.0	20.9	36* 21.3	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					21,380 33.0		17,370 26.8						9,910 15.3				
	NBC TV							Sanford and Son		Hallmark Hall of Fame® *YOU'RE A GOOD MAN, CHARLIE BROWN® (8:30-10:00PM) (Hallmark Cards, Inc.)					The Bobby Darin Show			
	AVERAGE AUDIENCE (Households (000) & %)					19,830 30.6		9,400 14.5	16.8*		14.0*		12.8*	7,650 11.8	11.7*		12.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					47 29.8	31.4	23 18.9	26* 14.8		22* 14.5		21* 13.2	20 11.9	20* 11.5	11.9	20* 12.0	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		55.7	56.7	57.2	58.8	62.2	63.4	63.8	64.0	62.2	61.6	61.0	60.6	58.0	56.8	55.1	52.6	
WK 2		58.7	59.5	58.9	60.5	63.6	65.5	65.0	64.2	63.2	62.5	62.0	61.4	59.8	59.6	59.9	57.9	

U.S. TV Households: 64,800,000* *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B.
 (OP) Other Programs: See page A34-A41.
 (1) FOR REM. RATINGS SEE UP PAGES.

EVE · FRI. FEB. 9, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. FEB. 3, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W					5,180 8.0		9,010 13.9		9,400 14.5				8,420 13.0				
ABC TV					Here We Go Again		Touch Of Grace		The Julie Andrews Hour				The Men *ASSIGNMENT, VIENNA* (10:00-11:00PM)				
AVERAGE AUDIENCE (Households (000) & %)					4,340 6.7		8,160 12.6		6,800 10.5	10.0*		11.0*	6,290 9.7	9.6*		9.9*	
SHARE OF AUDIENCE %					10		20		17	16*		18*	17	17*		18*	
AVG. AUD. BY 1/4 HR. %					6.7	6.6	12.3	12.8	9.9	10.0	10.9	11.0	9.6	9.6	9.9	9.8	
E					24,430 37.7		17,370 26.8		19,630 30.3		18,270 28.2		20,020 30.9				
CBS TV					All In The Family		Bridget Loves Bernie		Mary Tyler Moore Show		Bob Newhart Show		Carol Burnett Show				
AVERAGE AUDIENCE (Households (000) & %)					22,490 34.7		16,070 24.8		18,080 27.9		17,110 26.4		15,750 24.3	24.7*		24.0*	
SHARE OF AUDIENCE %					54		39		45		43		43	43*		44*	
AVG. AUD. BY 1/4 HR. %					34.2	35.2	25.3	24.2	27.4	28.4	26.3	26.4	24.9	24.4	24.3	23.6	
K					15,680 24.2				18,340 28.3								
NBC TV					Emergency				NBC Saturday Night At The Movies® *THAT MAN FROM RIO* (9:00-11:15PM) (1)								
AVERAGE AUDIENCE (Households (000) & %)					12,050 18.6	17.0*		20.3*	9,460 14.6	16.5*		14.7*		13.8*		13.6*	
SHARE OF AUDIENCE %					29	26*		32*	25	27*		24*		24*		25*	
AVG. AUD. BY 1/4 HR. %					16.3	17.7	20.2	20.4	17.7	15.2	15.2	14.3	14.1	13.6	13.7	13.5	
W					5,510 8.5		8,940 13.8		9,070 14.0				6,220 9.6				
ABC TV					Here We Go Again		Touch Of Grace		The Julie Andrews Hour				The Men *ASSIGNMENT, VIENNA* (10:00-11:00PM)				
AVERAGE AUDIENCE (Households (000) & %)					5,050 7.8		8,490 13.1		6,740 10.4	10.7*		10.0*	4,540 7.0	7.2*		6.9*	
SHARE OF AUDIENCE %					12		20		16	17*		16*	12	12*		12*	
AVG. AUD. BY 1/4 HR. %					7.9	7.7	12.7	13.5	10.9	10.5	10.0	9.9	7.3	7.1	7.0	6.9	
E					24,430 37.7		18,140 28.0		17,240 26.6		15,550 24.0		15,810 24.4				
CBS TV					All In The Family		Bridget Loves Bernie		Mary Tyler Moore Show		Bob Newhart Show		Carol Burnett Show				
AVERAGE AUDIENCE (Households (000) & %)					22,680 35.0		16,910 26.1		15,360 23.7		14,450 22.3		12,570 19.4	20.0*		18.9*	
SHARE OF AUDIENCE %					54		40		37		35		34	34*		34*	
AVG. AUD. BY 1/4 HR. %					34.1	35.9	26.7	25.4	23.6	23.8	22.5	22.0	20.7	19.3	19.3	18.5	
K					16,780 25.9				24,820 38.3								
NBC TV					Emergency				NBC Saturday Night At The Movies *THE ANDROMEDA STRAIN* (9:00-11:40PM) (2)								
AVERAGE AUDIENCE (Households (000) & %)					13,410 20.7	19.0*		22.3*	16,780 25.9	25.3*		27.2*		25.8*		25.7*	
SHARE OF AUDIENCE %					32	29*		34*	45	39*		43*		44*		46*	
AVG. AUD. BY 1/4 HR. %					18.8	19.2	21.6	23.1	25.2	25.3	27.1	27.2	26.1	25.6	25.6	25.7	
W	TV HOUSEHOLDS USING TV WK 1	56.5	58.2	59.0	61.1	63.9	64.7	64.3	64.2	62.4	62.0	61.5	60.8	58.5	56.6	55.4	53.1
(See Def. 1)	WK 2	57.5	58.8	59.9	61.8	63.7	65.3	65.0	65.9	65.0	64.6	63.7	62.2	59.4	57.3	56.5	55.0

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8.

(OP) Other Programs: See pages A34-A41.

(1)(2) FOR REM. RATINGS SEE OP. PAGES.

EVE. SAT. FEB. 10, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · SUN. FEB. 4, 1973

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	ABC TV	TOTAL AUDIENCE (Households (000) & %)					17,760 27.4				23,130 35.7								5,510 8.5
		AVERAGE AUDIENCE (Households (000) & %)					13,150 20.3				16,590 25.6								5,310 8.2
		SHARE OF AUDIENCE %					30				32 *								18
		AVG. AUD. BY ¼ HR. %					17.5				23.9								9.8
E	CBS TV	TOTAL AUDIENCE (Households (000) & %)			13,150 20.3		14,130 21.8		17,690 27.3				15,810 24.4						
		AVERAGE AUDIENCE (Households (000) & %)			11,470 17.7		13,020 20.1		13,610 21.0				13,090 20.2						
		SHARE OF AUDIENCE %			28		30		30 *				31 *						
		AVG. AUD. BY ¼ HR. %			17.3		18.2		20.9				21.3						
1	NBC TV	TOTAL AUDIENCE (Households (000) & %)			20,150 31.1				19,310 29.8										
		AVERAGE AUDIENCE (Households (000) & %)			15,620 24.1				13,280 20.5										
		SHARE OF AUDIENCE %			37		38 *		36 *				30 *						
		AVG. AUD. BY ¼ HR. %			23.9		24.3		23.5				20.7						
W	ABC TV	TOTAL AUDIENCE (Households (000) & %)					15,940 24.6				17,820 27.5								
		AVERAGE AUDIENCE (Households (000) & %)					12,700 19.6				11,020 17.0								
		SHARE OF AUDIENCE %					28				27								
		AVG. AUD. BY ¼ HR. %					19.3				16.4								
E	CBS TV	TOTAL AUDIENCE (Households (000) & %)			14,260 22.0		18,860 29.1				17,240 26.6								
		AVERAGE AUDIENCE (Households (000) & %)			12,700 19.6		13,930 21.5				9,010 13.9								
		SHARE OF AUDIENCE %			29		31				31 *								
		AVG. AUD. BY ¼ HR. %			19.5		19.6				17.0								
2	NBC TV	TOTAL AUDIENCE (Households (000) & %)			21,580 33.3				27,860 43.0										
		AVERAGE AUDIENCE (Households (000) & %)			15,880 24.5				20,930 32.3										
		SHARE OF AUDIENCE %			36		35 *		37 *										
		AVG. AUD. BY ¼ HR. %			22.9		24.3		24.8										

TV HOUSEHOLDS USING TV		WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2
(See Def. 1)		57.5	61.3	59.2	63.6	61.9	64.3	66.9	68.4	68.8	70.0	70.0	69.9	68.9	68.1	67.5	64.8	56.4	51.9

U.S. TV Households: 64,800,000
 (OP) Other Programs: See pages A34-A41
 (1) FOR REM. RATINGS, SEE OP. PAGES.

* Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B.

EVE · SUN. FEB. 11, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · MON. FEB. 12, 1973

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					18,340 28.3				18,400 28.4									POM COVERAGE (SUS) 11:00-11:05PM 11:00PM
		AVERAGE AUDIENCE (Households (000) & %)					15,550 24.0	23.4*		24.7*	13,220 20.4	19.9*		20.7*		20.6*				
		SHARE OF AUDIENCE %					33	33 *		34 *	31	28 *		31 *		33 *		20.5	20.6	20.3
		AVG. AUD. BY ¼ HR. %					22.8	23.9	24.5	24.9	19.9	19.8	20.5	20.9	20.5	20.6	20.3			
CBS TV	TOTAL AUDIENCE (Households (000) & %)						18,860 29.1				16,260 25.1		13,670 21.1		13,150 20.3					
	AVERAGE AUDIENCE (Households (000) & %)						16,010 24.7	24.6*		24.7*	14,970 23.1		12,180 18.8		9,590 14.8	14.8*		14.8*		
	SHARE OF AUDIENCE %						34	34 *		34 *	33		28		25	24 *		26 *		
	AVG. AUD. BY ¼ HR. %						24.1	25.0	25.3	24.1	22.7	23.6	19.4	18.1	15.3	14.2	14.8	14.8		
NBC TV	TOTAL AUDIENCE (Households (000) & %)						14,710 22.7				19,890 30.7									
	AVERAGE AUDIENCE (Households (000) & %)						11,340 17.5	17.0*		18.1*	13,480 20.8	21.3*		21.9*		21.5*		18.4*		
	SHARE OF AUDIENCE %						24	24 *		25 *	32	30 *		33 *		34 *		33 *		
	AVG. AUD. BY ¼ HR. %						20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	
ABC TV	TOTAL AUDIENCE (Households (000) & %)						14,840 22.9	22.3*		23.6*	13,280 20.5	20.9*		21.1*		20.5*		19.4*		
	AVERAGE AUDIENCE (Households (000) & %)						33	33 *		34 *	33	31 *		33 *		34 *		35 *		
	SHARE OF AUDIENCE %						21.8	22.8	23.5	23.7	20.8	21.0	21.0	21.2	20.8	20.2	20.0	18.8		
	AVG. AUD. BY ¼ HR. %						21.8	22.8	23.5	23.7	20.8	21.0	21.0	21.2	20.8	20.2	20.0	18.8		
CBS TV	TOTAL AUDIENCE (Households (000) & %)						17,170 26.5				16,330 25.2		13,090 20.2		12,570 19.4					
	AVERAGE AUDIENCE (Households (000) & %)						14,770 22.8	22.4*		23.2*	14,580 22.5		11,920 18.4		10,040 15.5	15.9*		15.1*		
	SHARE OF AUDIENCE %						33	33 *		33 *	34		29		27	26 *		27 *		
	AVG. AUD. BY ¼ HR. %						22.0	22.8	23.3	23.2	22.2	22.8	19.0	17.9	15.9	16.0	14.9	15.3		
NBC TV	TOTAL AUDIENCE (Households (000) & %)						14,130 21.8				16,460 25.4									
	AVERAGE AUDIENCE (Households (000) & %)						11,020 17.0	16.7*		17.3*	10,820 16.7	17.3*		17.6*		17.5*		14.3*		
	SHARE OF AUDIENCE %						25	24 *		25 *	27	26 *		27 *		29 *		26 *		
	AVG. AUD. BY ¼ HR. %						16.3	17.1	17.2	17.4	17.6	16.9	17.6	17.5	17.8	17.3	17.0	11.6		
TV HOUSEHOLDS USING TV		WK 1	64.7	65.9	67.1	68.7	70.4	72.4	73.3	73.3	70.5	70.1	68.4	65.9	63.4	62.0	59.3	53.7		
(See Def. 1)		WK 2	60.2	62.2	62.5	64.0	67.1	69.2	70.1	69.9	66.6	66.4	64.6	63.7	60.8	60.0	58.1	52.1		

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8.
(OP) Other Programs: See pages A34-A39.

EVE · MON. FEB. 19, 1973

EVE. · TUE. FEB. 13, 1973

		NIELSEN TV AUDIENCE ESTIMATES																								
		TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00																								
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			12,440 19.2		16,590 25.6						14,770 22.8													
		AVERAGE AUDIENCE (Households (000) & %)			11,280 17.4		11,020 17.0		15.8*		16.5*		18.7*		12,310 19.0		19.0*									
		SHARE OF AUDIENCE %			25		25		23 *		24 *		28 *		31		32 *									
		AVG. AUD. BY 1/4 HR. %			17.2		15.8		15.8		16.1		17.0		18.8		19.1		18.9							
		Temperatures Rising Tuesday Movie of the Week "THE GREAT AMERICAN BEAUTY CONTEST" (9:30-10:00 PM) Marcus Welby, M.D.																								
WEEK 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)			18,790 29.0		23,000 35.5						21,970 33.9													
		AVERAGE AUDIENCE (Households (000) & %)			17,370 26.8		19,890 30.7		30.3*		31.1*		26.2		27.0*		26.1*									
		SHARE OF AUDIENCE %			39		45		44 *		46 *		41		43 *		43 *									
		AVG. AUD. BY 1/4 HR. %			25.8		27.8		29.9		30.7		31.3		30.9		25.3		27.2		26.8		27.1		25.1	
		Maude Hawaii Five-0 Tuesday Night CBS Movies "THE HORROR AT 37,000 FEET" (9:30-11:00 PM)																								
WEEK 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)			16,390 25.3										10,240 15.8											
		AVERAGE AUDIENCE (Households (000) & %)			9,850 15.2		14.8*		15.1*		15.0*		16.0*		8,100 12.5		11.8*									
		SHARE OF AUDIENCE %			22		22 *		22 *		22 *		24 *		20		21 *		20 *							
		AVG. AUD. BY 1/4 HR. %			15.4		14.2		15.0		14.9		15.2		16.2		19.7		13.5		12.9		12.0		11.6	
		NBC Tuesday Night at the Movies "THE GREAT MAN'S WHISKERS" (8:00-10:00 PM) America "DOMESTICATING A WILDERNESS" (10:00-11:00 PM) (Kerac Corp.)																								
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			13,150 20.3		15,290 23.6		22.3*		23.4*		25.0*		15,230 23.5		23.5*									
		AVERAGE AUDIENCE (Households (000) & %)			31		36		34 *		36 *		38 *		40		42 *									
		SHARE OF AUDIENCE %			19.6		21.0		22.4		22.2		23.2		25.0		25.0		23.0		24.0		23.9		23.2	
		AVG. AUD. BY 1/4 HR. %																								
		Temperatures Rising Tuesday Movie of the Week "A BRAND NEW LIFE" (8:30-10:00 PM) Marcus Welby, M.D.																								
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			15,420 23.8		17,560 27.1						21,840 33.7													
		AVERAGE AUDIENCE (Households (000) & %)			13,220 20.4		14,520 22.4		21.7*		23.2*		15,880 24.5		22.4*		26.6*		24.7*							
		SHARE OF AUDIENCE %			31		34		33 *		36 *		40		34 *		43 *		44 *							
		AVG. AUD. BY 1/4 HR. %			20.7		20.1		21.1		22.2		23.3		23.2		22.0		22.7		26.5		25.6		23.8	
		Dr. Seuss' The Cat in the Hat (8:00-8:30 PM) Hawaii Five-0 Ed Sullivan Presents The TV Comedy Years (9:30-11:00 PM)																								
WEEK 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)			15,160 23.4																					
		AVERAGE AUDIENCE (Households (000) & %)			9,140 14.1		14.4*		14.6*		13.5*		13.8*													
		SHARE OF AUDIENCE %			22		22 *		22 *		21 *		21 *													
		AVG. AUD. BY 1/4 HR. %			14.4		14.5		14.8		14.4		13.5		13.4		14.2		13.5							
		NBC Tuesday Night at the Movies "POOLS' PARADE" (8:00-10:00 PM) NBC White Paper "THE ONE BILLION DOLLAR HEAVEN" (10:00-11:00 PM) (SUSTAINER)																								
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		63.2	63.9	65.4	66.1	67.7	69.0	67.9	68.2	68.2	68.2	67.1	66.3	64.3	62.8	61.7	58.9									
WK 2		58.6	60.3	61.3	62.6	64.3	65.5	65.5	64.9	64.7	65.2	66.0	65.6	62.5	60.8	57.9	54.0									

EVE. • TUE. FEB. 20, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · WED. FEB. 14, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					11,600 17.9		15,940 24.6						12,770 19.7				
AVERAGE AUDIENCE (Households (000) & %)					10,560 16.3		12,640 19.5				20.5*		20.4*	16.9	16.7*		17.0*
SHARE OF AUDIENCE %					25		30				31 *		31 *	30	29 *		31 *
AVG. AUD. BY ¼ HR. %					16.1	16.5	16.9	18.5	20.5	20.5	20.8	20.1	17.1	16.4	17.1		16.9
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)		13,480 20.8			20,610 31.8				14,320 22.1				15,160 23.4				
AVERAGE AUDIENCE (Households (000) & %)		12,050 18.6			14,840 22.9	21.5*			12,050 18.6				12,770 19.7	19.9*			19.6*
SHARE OF AUDIENCE %		30			35	33 *			28				35	34 *			35 *
AVG. AUD. BY ¼ HR. %		17.9	19.3		21.0	22.0	24.5	24.0	18.4	18.6	18.8	18.6	19.6	20.1	20.3		18.9
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					16,910 26.1		16,910 26.1						10,040 15.5				
AVERAGE AUDIENCE (Households (000) & %)					15,490 23.9		11,660 18.0						8,160 12.6	13.1*			12.1*
SHARE OF AUDIENCE %					36		27						22	22 *			22 *
AVG. AUD. BY ¼ HR. %					23.6	24.1	17.8	17.3	18.5	18.8	18.2	17.5	13.3	13.0	12.5		11.7
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					12,310 19.0		13,800 21.3						9,780 15.1	15.1*			15.1*
AVERAGE AUDIENCE (Households (000) & %)					11,530 17.8		9,330 14.4						14,000 22	27 *			29 *
SHARE OF AUDIENCE %					28		22						22 *	27 *			29 *
AVG. AUD. BY ¼ HR. %					17.4	18.1	14.3	14.4	14.9	14.6	14.0	14.0	15.2	15.0	15.4		14.8
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					20,280 31.3				18,080 27.9				17,500 27.0				
AVERAGE AUDIENCE (Households (000) & %)					14,390 22.2	19.5*			14,900 23.0				14,770 22.8	23.4*			22.2*
SHARE OF AUDIENCE %					34	30 *			36				42	41 *			42 *
AVG. AUD. BY ¼ HR. %					19.0	19.9	24.8	25.2	22.4	22.9	23.5	23.1	23.4	23.3	22.9		21.6
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,100 23.3		17,500 27.0						11,600 17.9				
AVERAGE AUDIENCE (Households (000) & %)					13,670 21.1		12,700 19.6						8,420 13.0	13.8*			12.1*
SHARE OF AUDIENCE %					33		30						24	24 *			23 *
AVG. AUD. BY ¼ HR. %					20.4	21.8	19.1	18.2	20.2	20.4	20.5	19.4	14.2	13.4	12.3		12.0
W																	
TV HOUSEHOLDS USING TV																	
(See Def. 1)	60.7	61.5	62.9	63.5	65.1	66.0	66.3	66.6	65.7	66.0	66.2	65.4	58.9	57.8	57.1	54.3	
WK 1	56.6	58.8	59.7	61.8	63.4	64.8	65.1	65.3	64.9	64.9	64.7	63.4	57.6	55.8	53.9	51.9	

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) Other Programs: See pages A34-A39.

EVE · WED. FEB. 21, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · THU. FEB. 15, 1973

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					14,450 22.3				15,810 24.4				14,640 22.6				
		AVERAGE AUDIENCE (Households (000) & %)					11,470 17.7	17.4*		18.0*	13,150 20.3	20.0*		20.6*	11,660 18.0	18.6*		17.3*	
		SHARE OF AUDIENCE %					26	26 *		26 *	30	29 *		30 *	30	30 *		30 *	
		AVG. AUD. BY ¼ HR. %					17.4	17.3	17.6	18.4	19.4	20.5	20.5	20.6	19.2	18.0	17.5	17.1	
1	CBS TV	TOTAL AUDIENCE (Households (000) & %)					17,690 27.3				21,120 32.6								
		AVERAGE AUDIENCE (Households (000) & %)					13,870 21.4	21.9*		20.8*	13,020 20.1	20.6*		19.8*		20.4*		19.8*	
		SHARE OF AUDIENCE %					31	32 *		30 *	32	30 *		29 *		33 *		34 *	
		AVG. AUD. BY ¼ HR. %					22.3	21.6	20.9	20.6	20.9	20.3	19.6	19.9	20.5	20.3	20.0	19.6	
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					20,740 32.0				18,080 27.9				12,960 20.0				
		AVERAGE AUDIENCE (Households (000) & %)					16,330 25.2	24.0*		26.4*	14,710 22.7	23.0*		22.4*	10,370 16.0	16.4*		15.7*	
		SHARE OF AUDIENCE %					37	35 *		38 *	33	34 *		33 *	26	26 *		27 *	
		AVG. AUD. BY ¼ HR. %					22.5	25.4	26.4	26.3	23.3	22.8	22.9	21.9	16.6	16.2	15.8	15.5	
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					16,610 19.3				14,440 22.6				13,610 20.1				
		AVERAGE AUDIENCE (Households (000) & %)					9,910 15.3	14.9*		15.7*	12,440 19.2	18.7*		19.8*	11,600 17.9	18.2*		17.7*	
		SHARE OF AUDIENCE %					23	22 *		23 *	29	28 *		30 *	32	31 *		32 *	
		AVG. AUD. BY ¼ HR. %					14.6	15.1	15.5	16.0	18.6	18.8	19.6	20.0	18.2	18.3	18.0	17.3	
2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					17,110 26.4				19,960 30.8								
		AVERAGE AUDIENCE (Households (000) & %)					14,770 22.8	22.2*		23.5*	11,790 18.2	20.3*		19.2*		18.4*		17.0*	
		SHARE OF AUDIENCE %					34	33 *		34 *	32	30 *		29 *		31 *		31 *	
		AVG. AUD. BY ¼ HR. %					21.7	22.7	23.2	23.7	20.7	20.0	19.3	19.0	18.9	18.0	17.3	16.6	
2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					19,830 30.6				17,240 26.6				13,480 20.8				
		AVERAGE AUDIENCE (Households (000) & %)					15,620 24.1	23.3*		24.8*	14,710 22.7	22.9*		22.6*	10,630 16.4	16.8*		16.1*	
		SHARE OF AUDIENCE %					36	35 *		36 *	34	34 *		34 *	29	29 *		29 *	
		AVG. AUD. BY ¼ HR. %					22.8	23.8	24.6	25.1	22.8	22.9	22.9	22.3	16.8	16.9	16.6	15.5	
TV HOUSEHOLDS USING TV			WK 1	60.7	61.5	62.2	64.6	67.0	68.8	69.6	69.7	68.9	68.4	68.2	67.9	63.8	61.4	59.1	57.5
(See Def. 1)			WK 2	58.0	59.3	60.3	62.4	65.2	67.5	68.7	69.3	67.5	67.3	66.7	65.3	59.4	57.7	56.4	53.7

U.S. TV Households: 64,000,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) Other Programs: See pages A34-A39

(1) FOR REM. RATINGS, SEE OP PAGE

EVE · THU. FEB. 22, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · FRI. FEB. 16, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					14,640 22.6				13,870 21.4		14,060 21.7		16,910 26.1				
AVERAGE AUDIENCE (Households (000) & %)					10,820 16.7	15.2*			12,050 18.6		12,700 19.6		13,800 21.3		21.3*		21.2*
SHARE OF AUDIENCE %					26	24 *			28 *		32		37		36 *		38 *
AVG. AUD. BY ¼ HR. %					15.2	15.3	18.3		18.1	17.7	19.5	18.9	20.2	21.2	21.4	21.7	20.7
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					12,250 18.9				17,370 26.8								
AVERAGE AUDIENCE (Households (000) & %)					9,270 14.3	12.9*			11,020 17.0		17.2*		16.7*		17.2*		16.9*
SHARE OF AUDIENCE %					22	20 *			24 *		28 *		28 *		29 *		30 *
AVG. AUD. BY ¼ HR. %					12.7	13.2	15.4		15.9	17.1	17.2	17.1	16.2	17.3	17.1	17.7	16.2
K																	
1																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					22,030 34.0		17,500 27.0		14,130 21.8				10,430 16.1				
AVERAGE AUDIENCE (Households (000) & %)					20,150 31.1		15,880 24.5		10,430 16.1		16.9*		7,260 11.2		11.8*		10.6*
SHARE OF AUDIENCE %					49		38		26		27 *		25 *		20 *		19 *
AVG. AUD. BY ¼ HR. %					30.3	32.0	24.7	24.4	17.9	16.0	15.8	14.8	12.0	11.7	11.1	10.2	
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					12,030 19.8		15,320 22.1		14,130 21.8		14,900 22.9		13,800 21.3				
AVERAGE AUDIENCE (Households (000) & %)					11,730 18.1		13,150 20.3		12,380 19.1		14,900 23.0		13,280 20.5		21.0*		20.0*
SHARE OF AUDIENCE %					30		33		32		39		37		37 *		37 *
AVG. AUD. BY ¼ HR. %					17.8	18.3	20.1	20.4	18.5	19.8	22.4	23.7	21.0	20.9	20.5	19.5	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					10,170 15.7				14,000 21.6								
AVERAGE AUDIENCE (Households (000) & %)					7,320 11.3	9.9*			8,420 13.0		13.0*		11.4*		13.7*		13.9*
SHARE OF AUDIENCE %					19	17 *			23		22 *		19 *		24 *		26 *
AVG. AUD. BY ¼ HR. %					10.0	9.7	12.3	13.1	13.4	12.5	11.4	11.5	13.4	14.1	14.3	13.6	
K																	
2																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					20,610 31.8		15,160 23.4		13,670 21.1				9,590 14.8				
AVERAGE AUDIENCE (Households (000) & %)					18,730 28.9		14,000 21.6		9,850 15.2		16.0*		7,130 11.0		11.1*		11.0*
SHARE OF AUDIENCE %					48		36		25		27 *		24 *		20 *		20 *
AVG. AUD. BY ¼ HR. %					27.8	30.0	21.8	21.3	16.3	15.6	14.8	14.1	11.3	10.9	11.1	10.9	
W																	
TV HOUSEHOLDS USING TV WK 1	57.9	58.6	58.7	61.2	63.2	64.4	64.3	64.4	62.5	62.1	60.8	60.4	59.2	57.9	56.9	54.2	
(See Def. 1)	52.1	54.0	54.8	57.5	59.2	60.9	60.3	61.1	60.0	59.8	59.5	59.7	56.6	56.0	54.8	52.6	

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8.
(OP) Other Programs: See pages A34-A39.

EVE · FRI. FEB. 23, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · SAT. FEB. 17, 1973

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						4,990 7.7		8,160 12.6		8,620 13.3				7,520 11.6				
	ABC TV						Here We Go Again		Touch Of Grace		The Julie Andrews Hour					The Men "JIGSAW" (10:00-11:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)						4,340 6.7		7,450 11.5		6,420 9.9				5,900 9.1				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						11 6.5		18 11.4		16 9.5		9.3* 15 *		10.5* 17 *		9.0* 15 *		9.2* 16 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						23,460 36.2		16,850 26.0		18,400 28.4		16,780 25.9		18,660 28.8				
	CBS TV						All In The Family		Bridget Loves Bernie		Mary Tyler Moore Show		Bob Newhart Show		Carol Burnett Show				
	AVERAGE AUDIENCE (Households (000) & %)						21,840 33.7		15,750 24.3		16,780 25.9		15,880 24.5		14,970 23.1		24.1* 40 *		22.1* 40 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						53 33.4		39 24.8		42 25.2		40 26.7		40 24.3		23.6 24.7		22.6 21.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						16,980 26.2				19,630 30.3								
	NBC TV						Emergency				NBC Saturday Night At The Movies ® "THE ALAMO" PART 1 (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)						13,480 20.8		19.0* 30		22.6* 35		20.8* 34 *		20.9* 34 *		20.6* 35 *		20.0* 36 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						33 18.5		30 19.5		36* 22.8		34* 21.2		34* 20.5		35* 21.1		36* 20.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						3,760 5.8		6,870 10.6		5,250 8.1				4,800 7.4				
	ABC TV						Here We Go Again		Touch Of Grace		The Julie Andrews Hour					The Men "JIGSAW" (10:00-11:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)						5.8 9		10.6 17		8.1 14		7.3* 12 *		8.8* 15 *		7.2* 13 *		7.6* 14 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						5.6 5.6		10.5 6.0		7.5 10.7		7.2 8.6		9.0 9.0		7.3 7.6		7.7 7.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						22,940 35.4		15,360 23.7		15,030 23.2		14,190 21.9		14,320 22.1				
	CBS TV						All In The Family		Bridget Loves Bernie		Mary Tyler Moore Show		Bob Newhart Show		Carol Burnett Show				
	AVERAGE AUDIENCE (Households (000) & %)						21,510 33.2		14,260 22.0		14,060 21.7		12,830 19.8		11,730 18.1		18.6* 34 *		17.5* 32 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						54 32.5		36 22.3		36 21.6		33 21.8		33 19.5		34* 18.9		32* 16.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,070 24.8				21,190 32.7								
	NBC TV						Emergency				NBC Saturday Night At The Movies "I WALK THE LINE" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)						13,090 20.2		18.0* 29 *		22.3* 36 *		24.8* 41 *		24.5* 41 *		23.0* 41 *		22.4* 41 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						33 17.4		29* 18.7		36* 22.0		41* 22.7		41* 23.9		41* 23.3		41* 22.2
TV HOUSEHOLDS USING TV WK 1			55.4	57.3	59.0	60.7	63.2	63.7	62.9	62.6	61.4	61.7	61.0	61.3	60.3	59.2	56.9	54.9	
(See Def. 1) WK 2			52.6	53.0	54.7	57.6	61.2	62.8	61.6	61.4	60.3	60.6	59.7	59.1	55.8	55.3	55.1	52.9	

U.S. TV Households: 64,800,000; * Half-hour ratings for immediately preceding and subject quarter-hours. (R) Repeat, see page 8.
(OP) Other Programs: See pages A34-A39.

EVE · SAT. FEB. 24, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · SUN. FEB. 18, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					31,560 48.7												
AVERAGE AUDIENCE (Households (000) & %)					21,510 33.2	26.7*			31.6*		33.2*		34.8*		35.1*		36.1*
SHARE OF AUDIENCE %					54	41 *			47 *		48 *		51 *		53 *		59 *
AVG. AUD. BY ¼ HR. %	12.4				25.3	28.1	31.1	32.0	32.9	33.5	34.7	34.8	35.1	35.0	36.3	35.9	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			13,280 20.5		11,530 17.8		12,180 18.8				10,240 15.8						
AVERAGE AUDIENCE (Households (000) & %)			11,660 18.0		10,300 15.9		10,110 15.6	15.6*			9,010 13.9	13.7*			14.2*		
SHARE OF AUDIENCE %			30		24		23	23 *			23 *	20 *			21 *		
AVG. AUD. BY ¼ HR. %			17.5	18.4	15.5	16.4	15.5	15.8	15.6	15.7	13.5	13.9	14.2	14.1			
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			18,140 28.0				14,060 21.7										
AVERAGE AUDIENCE (Households (000) & %)			13,540 20.9	23.2*		18.6*	15.9	15.7*		16.3*		16.4*			15.3*		
SHARE OF AUDIENCE %			33	38 *		28 *	23	23 *		24 *		24 *			23 *		
AVG. AUD. BY ¼ HR. %			23.1	23.4	19.4	17.8	15.8	15.6	16.2	16.3	16.7	16.1	15.6	15.0			
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					10,300 15.9	13.8*		18.1*	13,410 20.7	18.4*		21.3*		22.0*		23.6*	
AVERAGE AUDIENCE (Households (000) & %)					24	21 *		27 *	38	27 *		32 *		34 *		43 *	
SHARE OF AUDIENCE %					13.3	14.2	17.8	18.4	18.0	18.9	21.1	21.6	22.1	21.8	23.8	23.5	
AVG. AUD. BY ¼ HR. %																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			10,500 16.2		12,700 19.6		16,910 26.1				17,760 27.4						
AVERAGE AUDIENCE (Households (000) & %)			9,270 14.3		11,280 17.4		12,440 19.2	18.0*		20.5*	24.4	24.1*			24.7*		
SHARE OF AUDIENCE %			23		27		28	27 *		30 *	37	36 *			39 *		
AVG. AUD. BY ¼ HR. %			13.7	14.9	17.2	17.7	17.6	18.3	19.8	21.2	23.2	25.0	25.2	24.3			
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			22,550 34.8				22,230 34.3				13,670 21.1						
AVERAGE AUDIENCE (Households (000) & %)			17,760 27.4	26.1*		28.6*	26.8	27.0*		26.6*	15.2	17.0*			13.4*		
SHARE OF AUDIENCE %			43	41 *		44 *	39	40 *		39 *	23	26 *			21 *		
AVG. AUD. BY ¼ HR. %			25.6	26.5	28.4	28.9	27.1	27.0	27.2	26.0	18.2	15.8	13.9	12.8			
W																	
TV HOUSEHOLDS USING TV	WK 1	56.0	57.8	60.0	62.1	64.7	66.6	67.2	67.4	68.8	69.4	68.3	67.7	66.9	66.1	62.2	61.3
(See Def. 1)	WK 2	56.7	60.2	62.7	63.3	64.8	66.1	67.1	67.7	68.0	68.7	67.0	66.3	65.5	62.8	56.0	52.6

U.S. TV Households: 64,800,000 * Half-hour ratings for immediately preceding and subject quarter-hours.

(R) Repeat, see page B.

(OP) Other Programs: See pages A34-A39.

(1) FOR REM, RATINGS SEE PAGE A-32.

(2) FOR REM, RATINGS SEE OP PAGES.

EVE · SUN. FEB. 25, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · MON. FEB. 26, 1973

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	ABC TV					15,810 24.4					19,120 29.5								
							The Rookies				ABC Monday Night Movie® "MURDERER'S ROW" (9:00-11:00PM)									
							13,480 20.8	19.7*			21.9*	13,670 21.1	20.5*			20.9*			21.7*	21.4*
							31 19.1	30 *	20.3	21.7	22.0	34 20.3	31 *	21.0	20.7	33 *	21.6	36 *	21.8	22.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	CBS TV					17,880 27.6					15,750 24.3			12,960 20.0			10,560 16.3		
							Gunsmoke		Here's Lucy		Doris Day Show		Bill Cosby Show							
							15,490 23.9	23.3*			24.4*	13,930 21.5	18.5			8,230 12.7	13.0*			12.4*
							36 22.6	35 *	24.0	24.6	36 *	24.2	21.2	21.9	19.2	17.7	22	13.0	22 *	13.1
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	NBC TV					13,870 21.4					18,210 28.1								
							Rowan & Martin Laugh-In				NBC Monday Night At The Movies "THE STRANGER" (9:00-11:00PM)									
							10,560 16.3	15.9*			16.8*	12,640 19.5	19.4*			20.0*			20.1*	18.4*
							24 16.0	24 *	15.8	16.3	25 *	31 19.6	29 *	19.2	19.8	31 *	20.2	20.5	33 *	19.7
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	ABC TV					16,910 26.1					16,590 25.6								
							The Rookies				ABC Monday Night Movie "DOC ELIOT" "THE FUZZ BROTHERS" (9:00-11:00PM)									
							14,970 23.1	22.7*			23.6*	10,820 16.7	17.4*			17.2*			16.5*	15.8*
							33 22.1	33 *	23.3	23.6	34 *	27 17.8	26 *	16.9	17.4	26 *	17.0	16.6	27 *	16.5
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	CBS TV					17,170 26.5					15,620 24.1			13,350 20.6			11,210 17.3		
							Gunsmoke		Here's Lucy		Doris Day Show		Bill Cosby Show							
							15,230 23.5	23.2*			23.8*	14,190 21.9	19.2			8,810 13.6	13.7*			13.6*
							34 22.6	34 *	23.8	24.2	34 *	32 22.1	30 21.7	19.4	19.0	23	13.8	23 *	13.6	24 *
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	NBC TV					10,370 16.0					19,180 29.6								
							Rowan & Martin Laugh-In				NBC Monday Night At The Movies "BROCK'S LAST CASE" (9:00-11:00PM)									
							8,040 12.4	11.9*			12.9*	14,390 22.2	20.8*			22.3*			23.5*	22.2*
							18 12.0	17 *	11.9	12.4	19 *	36 20.1	31 *	21.5	22.1	34 *	22.4	23.6	39 *	23.3
TV HOUSEHOLDS USING TV			WK 1	58.9	60.5	61.7	63.2	65.6	67.3	67.6	67.9	66.8	67.3	65.1	63.1	60.6	59.8	58.6	55.5	
(See Def. 1)			WK 2	59.4	61.2	62.8	65.0	68.2	69.4	69.8	69.6	67.7	67.5	65.8	64.2	60.5	59.6	58.3	54.9	

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(OP) Other Programs: See pages A34-A-41. (R) Repeat, see page B.

EVE · MON. MAR. 5, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. · TUE. FEB. 27, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,960 20.0		15,880 24.5						17,630 27.2				
	ABC TV					Temperatures Rising			Tuesday Movie of the Week "CONNECTION" (8:30-10:00PM)				Marcus Welby, M.D.					
	AVERAGE AUDIENCE (Households (000) & %)					11,660 18.0		10,240 15.8		15.9*		14.6*		16.8*	14,580 22.5	22.2*		22.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 17.8		25 18.3		24* 16.5		23* 15.4		27* 14.6	40 21.7	38* 22.6		42* 22.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,660 28.8		21,710 33.5				17,950 27.7						
	CBS TV					Maude			Hawaii Five-0				Tuesday Night CBS Movies "CALL TO DANGER" (9:30-11:00PM)					
	AVERAGE AUDIENCE (Households (000) & %)					16,980 26.2		18,140 28.0		27.0*		29.0*	12,640 19.5	21.2*		19.7*		17.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					39 25.0		43 27.4		42* 26.6		45* 27.3	34 29.0	34* 29.1	34* 21.7	34* 20.6	34* 20.4	33* 19.1
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					18,010 27.8								9,270 14.3				
	NBC TV					NBC Tuesday Night at the Movies "I LOVE A MYSTERY" (8:00-10:00PM)										America "MONEY ON THE LAKE" (10:00-11:00PM) (Newsp. Corp.)		
	AVERAGE AUDIENCE (Households (000) & %)					9,980 15.4		15.0*		15.0*		15.0*		16.8*	6,930 10.7	11.3*		10.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 15.4		22* 14.5		23* 15.1		23* 14.9		27* 15.2	19 16.7	20* 16.9	20* 10.6	19* 10.5
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					21.3		32.0						26.0				
	ABC TV					Temperatures Rising			Tuesday Movie of the Week "THE LETTERS" (8:30-10:00PM)				Marcus Welby, M.D.					
	AVERAGE AUDIENCE (Households (000) & %)					12,440 19.2		15,810 24.4		23.1*		23.9*		26.2*	14,520 22.4	22.7*		22.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 18.9		38 19.6		36* 22.6		37* 23.7		42* 24.2	39 26.3	38* 26.2	38* 22.9	39* 21.4
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					19,250 29.7		22,360 34.5				19,250 29.7						
	CBS TV					Maude			Hawaii Five-0				Tuesday Night CBS Movies "CRIME CLUB" (9:30-11:00PM)					
	AVERAGE AUDIENCE (Households (000) & %)					18,010 27.8		18,140 28.0		26.7*		29.3*	14,580 22.5	22.7*		23.0*		21.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					43 26.3		43 29.2		42* 26.4		45* 29.3	38 22.9	36* 22.4	39 23.3	39* 22.8	39* 22.5	39* 21.2
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					11,020 17.0								6,610 10.2				
	NBC TV					NBC Tuesday Night at the Movies® "THE PRESIDENT'S ANALYST" (8:00-10:00PM)										First Tuesday (10:00-11:00PM)		
	AVERAGE AUDIENCE (Households (000) & %)					4,990 7.7		8.0*		8.0*		6.9*		7.8*	4,920 7.6	7.5*		7.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					12 8.6		13* 7.4		12* 8.2		11* 7.8		13* 7.4	13 7.9	13* 7.8	13* 7.3	14* 7.5
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		61.4	61.9	63.4	64.7	66.1	67.8	65.1	64.8	64.6	64.8	62.6	61.4	58.6	56.8	55.1	52.7	
WK 2		57.5	59.9	60.6	62.0	63.3	64.8	63.7	64.6	65.2	64.8	63.6	62.3	59.6	58.7	57.3	55.1	

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B.

(OP) Other Programs: See pages A34-A-41

EVE. · TUE. MAR. 6, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · WED. FEB. 28, 1973

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						13,220 20.4		20,150 31.1						13,540 20.9				
	ABC TV						Paul Lynde Show		Wednesday Movie of the Week "YOU'LL NEVER SEE ME AGAIN" (8:30-10:00PM)										Burt Bacharach-Opus No. 3 (10:00-11:00PM) (Gen. Motors-Chevrolet)
	AVERAGE AUDIENCE (Households (000) & %)						11,990 18.5		15,360 23.7	21.7*		24.4*		24.9*	9,530 14.7	15.9*		13.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						29 18.0	19.0	36 21.0	34 *	22.5	24.6	37 *	24.3	38 *	26 17.3	28 *	14.5	25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,430 26.9				15,230 23.5				18,860 29.1				
	CBS TV						Sonny and Cher Comedy Hour		Medical Center										Cannon
	AVERAGE AUDIENCE (Households (000) & %)						12,120 18.7	16.7*		12,510 19.3	19.8*			18.8*	15,290 23.6	23.3*		23.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						29 16.2	26 *	20.7*	32 *	30	30 *	19.7	18.8	29 *	42 24.0	40 *	44 *	23.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						17,300 26.7		14,520 22.4						10,950 16.9				
	NBC TV						Adam 12		NBC Wednesday Mystery Movie "MADIGAN" (8:30-10:00PM)										Search
	AVERAGE AUDIENCE (Households (000) & %)						15,810 24.4		9,590 14.8	15.3*		14.7*		14.5*	8,620 13.3	13.9*		12.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						38 23.8	25.0	23 16.3	24 *	14.3	23 *	14.7	14.8	22 *	24 13.7	24 *	13.2	12.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,920 18.4		21,000 32.4						12,510 23.0				
	ABC TV						Paul Lynde Show		Wednesday Movie of the Week "CYBORG" (8:30-10:00PM)										Owen Marshall, Counselor at Law
	AVERAGE AUDIENCE (Households (000) & %)						10,690 16.5		15,550 24.0	21.6*		24.4*		26.1*	12,510 19.3	20.0*		18.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 15.8	17.1	36 21.0	32 *	22.2	37 *	24.7	26.2	41 *	34 20.3	34 *	19.1	34 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,110 26.4				16,720 25.8				18,010 27.8				
	CBS TV						Sonny and Cher Comedy Hour		Medical Center										Cannon
	AVERAGE AUDIENCE (Households (000) & %)						11,530 17.8	16.7*		12,510 19.3	17.1*			21.5*	15,940 24.6	24.9*		24.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 16.3	27 *	18.8	28 *	30	26 *	21.1	33 *	43 24.5	42 *	44 *	25.2	44 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,980 26.2		18,790 29.0					11,920 18.4					
	NBC TV						Adam 12		Bob Hope Special (8:30-9:30PM) (Ford Motor Co.)										Dr. Jekyll And Mr. Hyde (9:30-11:00PM) (Timex Corporation)
	AVERAGE AUDIENCE (Households (000) & %)						15,420 23.8		13,800 21.3	20.9*		21.7*		5,960 9.2		9.1*		7.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						38 22.9	24.6	32 20.8	31 *	21.1	33 *	15 22.7	17 *	10.9*	15 *	8.2	7.6	14 *
TV HOUSEHOLDS USING TV		WK 1	55.8	57.4	59.1	61.2	63.5	65.0	64.5	65.0	65.4	65.2	65.3	64.5	58.2	56.9	55.2	52.4	
(See Def. 1)		WK 2	54.5	55.7	56.0	58.1	61.2	63.7	65.8	67.1	66.7	66.3	64.7	63.9	60.3	57.7	56.3	53.3	

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) Other Programs: See pages A34-A-41

EVE · WED. MAR. 7, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · THU. MAR. 1, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,600 17.9				15,030 23.2				13,280 20.5				
	ABC TV							Mod Squad				Kung Fu					The Streets of San Francisco	
	AVERAGE AUDIENCE (Households (000) & %)					10,040 15.5	15.1*			12,380 19.1	18.7*			11,340 17.5	17.1*			17.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 14.4	23 *	15.7	16.3	29 18.3	28 *	19.2	19.4	29 *	17.1	17.1	17.7	32 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,950 27.7				18,340 28.3								
	CBS TV							The Waltons						The CBS Thursday Night Movies				
	AVERAGE AUDIENCE (Households (000) & %)					15,290 23.6	23.7*			12,440 19.2	20.5*			11,340 17.5	17.1*			17.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					35 23.4	36 *	23.7	23.2	31 20.8	31 *	20.2	20.0	29 *	19.6	18.8	18.4	31 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,210 28.1				17,430 26.9				14,000 21.6				
	NBC TV							The Flip Wilson Show				Ironside					The Dean Martin Show	
	AVERAGE AUDIENCE (Households (000) & %)					15,160 23.4	22.6*			14,000 21.6	21.1*			11,150 17.2	17.6*			16.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					35 21.8	34 *	24.3	24.1	32 20.8	32 *	21.3	22.3	33 *	17.8	17.3	17.3	30 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,050 18.6				14,970 23.1				14,720 18.4				
	ABC TV							Mod Squad				Kung Fu					The Streets of San Francisco	
	AVERAGE AUDIENCE (Households (000) & %)					9,530 14.7	14.3*			12,570 19.4	19.5*			10,240 15.8	16.1*			15.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 14.2	23 *	14.6	15.6	30 19.2	30 *	19.8	19.5	30 *	16.3	16.0	15.5	28 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,760 27.4				20,020 30.9								
	CBS TV							The Waltons						The CBS Thursday Night Movies				
	AVERAGE AUDIENCE (Households (000) & %)					14,900 23.0	22.4*			12,830 19.8	18.5*			11,150 17.2	17.6*			16.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					36 21.9	35 *	23.9	23.3	36 18.2	28 *	18.8	18.8	29 *	20.3	20.3	20.3	37 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,950 27.7				17,690 27.3				13,150 20.3				
	NBC TV							The Flip Wilson Show				Ironside					The Dean Martin Show	
	AVERAGE AUDIENCE (Households (000) & %)					13,870 21.4	20.9*			14,580 22.5	22.4*			10,430 16.1	16.7*			15.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 20.4	33 *	22.1	21.6	35 21.9	34 *	22.9	22.8	35 *	16.9	16.6	16.0	28 *
TV HOUSEHOLDS USING TV		WK 1	57.2	58.7	60.0	62.2	64.8	66.9	67.8	68.0	66.4	66.9	67.4	66.2	61.3	59.1	57.7	55.3
(See Def. 1)		WK 2	55.4	57.3	58.1	59.8	63.0	64.0	65.0	65.8	65.4	66.1	65.2	63.7	58.5	57.4	55.7	54.4

U.S. TV Households: 64,800,000

(OP) Other Programs: See pages A34-A41

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(1) FOR REM. RATINGS SEE OP. PAGES.

EVE · THU. MAR. 8, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · FRI. MAR. 2, 1973

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					13,150 20.3		13,350 20.6		11,920 18.4		12,250 18.9		15,160 23.4				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					13,480 20.8				18,860 29.1								
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					19,830 30.6								9,330 14.4				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					12,830 19.8		14,130 21.8		13,800 21.3		14,580 22.5		16,780 25.9				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					7,840 12.1				14,900 23.0								
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					21,060 32.5		14,970 23.1		14,000 21.6				7,710 11.9				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	

TV HOUSEHOLDS USING TV		WK 1	51.8	53.4	54.4	56.6	59.2	59.9	59.6	60.8	61.1	61.4	62.1	61.4	58.1	56.6	54.9	53.2
(See Def. 1)		WK 2	52.3	53.8	54.9	56.7	58.8	60.6	59.5	60.2	60.5	60.5	60.3	58.8	55.2	54.6	52.9	50.8

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8.
 (OP) Other Programs: See pages A34-A-41

(1) FOR REM, RATINGS SEE OP. PAGES.

EVE · FRI. MAR. 9, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · SAT. MAR. 3, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					4,800 7.4		8,420 13.0		9,660 14.9				7,710 11.9				
	ABC TV					Here We Go Again		Touch Of Grace		The Julie Andrews Hour				The Men "JIGSAW" (10:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					4,410 6.8		7,650 11.8		7,060 10.9	10.3*		11.5*	5,700 8.8	8.8*		8.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					11 6.6	7.0	19 11.7	11.9	18 10.0	17* 10.5		19* 11.4	15 8.8	15* 8.7	9.0	15*	8.6
W E K 2	TOTAL AUDIENCE (Households (000) & %)					23,650 36.5		15,230 23.5		17,560 27.1		16,590 25.6		25,080 38.7				
	CBS TV					All In The Family		Bridget Loves Bernie		Mary Tyler Moore Show		Bob Newhart Show		15th Annual Grammy Awards (10:00-11:30PM) (1)				
	AVERAGE AUDIENCE (Households (000) & %)					22,230 34.3		13,930 21.5		15,940 24.6		15,290 23.6		19,180 29.6	30.4*		30.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					54 34.1	34.5	35 22.1	20.8	41 24.1		40 23.3		53 29.5	51* 31.2	31.4	54*	30.5
W E K 1	TOTAL AUDIENCE (Households (000) & %)					16,980 26.2				17,760 27.4								
	NBC TV					Emergency				NBC Saturday Night At The Movies "A TIME FOR LOVE" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)					13,670 21.1	19.1*		23.1*	10,950 16.9	19.9*		18.4*		15.3*		14.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 18.8	30* 19.4		37* 23.3	28 20.8	33* 19.1		31* 17.8		26* 15.0		24* 14.4	13.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)					11,210 17.3												
	ABC TV					Long Day's Journey Into Night (8:00-11:05PM) (1)												
	AVERAGE AUDIENCE (Households (000) & %)					4,210 6.5	7.0*		7.8*		6.9*		6.1*		5.7*		5.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					11 7.8	11* 6.3		12* 7.7		12* 6.7		10* 6.0		10* 5.3		10*	5.3
W E K 1	TOTAL AUDIENCE (Households (000) & %)					23,520 36.3		15,490 23.9		18,270 28.2		18,470 28.5		20,610 31.8				
	CBS TV					All In The Family		Bridget Loves Bernie		Mary Tyler Moore Show		Bob Newhart Show		Carol Burnett Show				
	AVERAGE AUDIENCE (Households (000) & %)					21,510 33.2		14,260 22.0		16,520 25.5		17,170 26.5		16,650 25.7	26.1*		25.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					53 32.7		35 22.3	21.8	43 24.8		45 26.3		48 26.1	47* 26.0	25.5	49*	25.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)					17,500 27.0				17,560 27.1								
	NBC TV					Emergency				NBC Saturday Night At The Movies "TOPKAPI" (9:00-11:30PM) (1) (2)								
	AVERAGE AUDIENCE (Households (000) & %)					13,610 21.0	18.4*		23.7*	8,620 13.3	14.7*		13.3*		12.5*		12.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 17.4	29* 19.3		38* 23.5	24 15.9	25* 13.5		23* 13.0		23* 12.7		25*	13.1
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		55.2	57.2	57.9	60.2	62.9	63.4	62.4	61.9	60.4	60.9	60.1	59.3	59.1	59.7	58.7	56.7	
WK 2		53.0	54.5	55.5	57.8	61.8	63.1	62.6	62.5	60.2	59.4	58.6	58.1	56.5	54.5	52.1	51.0	

U.S. TV Households: 64,800,000 * Half-hour ratings for immediately preceding and subject quarter-hours.
(OP) Other Programs: See pages A34-A41

(R) Repeat, see page B.

(1) FOR REM. RATINGS SEE OP. PAGES...

EVE · SAT. MAR. 10, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · SUN. MAR. 4, 1973

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					14,190 21.9					19,120 29.5							
		AVERAGE AUDIENCE (Households (000) & %)					10,820 16.7	14.8*			18.5*	11,530 17.8	16.0*		17.6*		19.2*		19.3*
		SHARE OF AUDIENCE %					25	22 *			27 *	31	24 *		27 *		33 *		37 *
		AVG. AUD. BY ¼ HR. %					13.8	15.8	17.9		19.0	15.9	16.1	17.4	17.8	19.6	18.8	19.5	19.1
CBS TV	TOTAL AUDIENCE (Households (000) & %)		12,180 18.8		13,670 21.1		15,680 24.2						16,260 25.1						
	AVERAGE AUDIENCE (Households (000) & %)		10,690 16.5		12,120 18.7		11,920 18.4		16.6*		20.1*	19.4	17.8*		21.0*				
	SHARE OF AUDIENCE %		26		28		28		25 *		30 *	32	28 *		36 *				
	AVG. AUD. BY ¼ HR. %		15.9	17.1	18.2	19.3	16.4	16.8	19.5	20.8	17.8	17.7	21.1	20.9					
NBC TV	TOTAL AUDIENCE (Households (000) & %)		22,030 34.0				23,000 35.5								10,500 16.2				
	AVERAGE AUDIENCE (Households (000) & %)		17,430 26.9	25.9*		17,040 26.3	27.1*		25.9*		26.0*	9,530 14.7							
	SHARE OF AUDIENCE %		42	41 *		42 *	40 *		39 *		40 *	25							
	AVG. AUD. BY ¼ HR. %		25.3	26.5	28.4	27.5	27.7	26.4	29.9	25.9	26.5	25.5	15.2	14.2					
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					14,970 23.1					18,010 27.8							
		AVERAGE AUDIENCE (Households (000) & %)					11,530 17.8	16.1*			19.4*	11,210 17.3	18.0*		18.2*		15.8*		17.0*
		SHARE OF AUDIENCE %					28	25 *			30 *	30	28 *		29 *		28 *		34 *
		AVG. AUD. BY ¼ HR. %					15.9	16.4	19.1	19.7	18.2	17.8	18.4	18.1	16.4	15.2	17.0	17.1	
CBS TV	TOTAL AUDIENCE (Households (000) & %)		14,770 22.8		14,710 22.7		15,490 23.9						15,420 23.8						
	AVERAGE AUDIENCE (Households (000) & %)		12,900 19.9		13,280 20.5		12,440 19.2		18.2*		20.3*	18.9	17.9*		19.9*				
	SHARE OF AUDIENCE %		32		32		30		28 *		32 *	32	29 *		36 *				
	AVG. AUD. BY ¼ HR. %		19.3	20.5	20.1	20.9	17.8	18.5	20.0	20.5	17.5	18.3	19.7	20.1					
NBC TV	TOTAL AUDIENCE (Households (000) & %)		19,180 29.6				17,690 27.3								10,430 16.1				
	AVERAGE AUDIENCE (Households (000) & %)		14,640 22.6				13,930 21.5		20.8*		21.5*		22.2*	9,330 14.4					
	SHARE OF AUDIENCE %		36				34 *		32 *		33 *		35 *	26					
	AVG. AUD. BY ¼ HR. %		19.9	21.6	24.5	24.4	20.7	20.9	21.1	21.8	22.5	21.9	15.1	13.7					
TV HOUSEHOLDS USING TV			WK 1	56.1	59.1	61.8	64.4	65.2	67.1	67.6	67.4	66.1	66.6	65.4	63.4	59.4	57.4	53.4	50.7
(See Def. 1)			WK 2	53.9	56.7	59.9	62.6	64.5	65.4	63.8	64.6	64.0	64.4	63.0	62.4	56.7	54.8	50.7	48.8

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) Other Programs: See pages A34-A-41

EVE · SUN. MAR. 11, 1973

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE · MON. MAR. 12, 1973

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

15,160 23.4				13,800 21.3				7,780 12.0			
Undersea World of Jacques Cousteau "THE SINGING WHALE"(8:00-9:00PM)				Old Faithful (9:00-10:00PM) (Gen. Motors-Chevrolet)				Making Good In America (10:00-11:00PM) (Eaton Corporation)			
11,660 18.0				9,070 14.0				5,250 8.1			
18.1*		17.9*		14.5*		13.5*		9.0*		7.2*	
29		29 *		24 *		24 *		16		15 *	
17.6		17.8		13.6		13.0		9.9		6.9	

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

18,790 29.0						18,660 28.8		15,880 24.5		16,780 25.9					
Gunsmoke®				Here's Lucy®				Doris Day Show				Bill Cosby Show			
15,100 23.3	22.6*			24.0*	25.2	16,330 25.2		14,260 22.0		12,700 19.6	20.5*	18.7*			
38	37 *			38 *	42	39		39		40	40 *	40 *			
22.2	23.0	24.1	23.9	24.1	26.4	22.2	21.8	20.4	20.5	18.8	18.6				

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

13,540 20.9						15,100 23.3									
Rowan & Martin Laugh-In				NBC Monday Night At The Movies® "THE BEST MAN" (9:00-11:00PM)											
10,110 15.6	14.5*			16.6*	12.4	8,040 12.4		13.3*		12.1*	12.5*	11.9*			
25	24 *			27 *	23	22 *		22 *		21 *	25 *	25 *			
13.9	15.2	16.2	16.9	14.4	12.2	12.0	12.2	12.3	12.6	12.3	11.5				

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

13,280 20.5	19.7*			21.3*	21.2	13,740 21.2		19.9*		20.7*		22.1*		22.0*	
32	31 *			32 *	36	31 *		31 *		34 *		39 *		43 *	
19.1	20.4	21.3	21.3	20.0	19.8	20.6	20.9	22.1	22.2	23.0	21.1				

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

16,010 24.7						12,510 19.3		10,240 15.8		9,330 14.4					
Gunsmoke®				Here's Lucy				Doris Day Show				The Long War: Congress Vs. The President (10:00-11:00PM)			
12,830 19.8	19.6*			20.1*	17.2	11,150 17.2		8,810 13.6		6,740 10.4	11.3*	9.5*			
31	31 *			31 *	27	27		22		19	20 *	18 *			
19.6	19.6	19.8	20.4	17.1	17.3	13.8	13.4	12.0	10.6	9.4	9.6				

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

12,440 19.2						17,500 27.0									
Rowan & Martin Laugh-In®				NBC Monday Night At The Movies "BARNEY AND THE TOPPER RETURNS" "GOING PLACES" (9:00-11:00PM)											
9,980 15.4	14.8*			16.0*	15.6	10,110 15.6		17.3*		16.9*		15.3*		12.9*	
24	23 *			24 *	27	27		27 *		28 *		27 *		25 *	
14.6	15.1	16.0	16.0	17.2	17.4	17.5	16.3	16.0	14.6	13.4	12.4				

TV HOUSEHOLDS USING TV WK 1	56.5	57.8	58.6	59.6	60.4	61.8	62.4	62.6	60.8	59.8	57.4	56.0	51.5	50.5	48.1	46.1
(See Def. 1) WK 2	58.7	60.4	59.8	61.0	62.6	64.0	65.3	66.3	64.3	63.9	62.0	60.8	57.8	55.8	53.6	49.6

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8.

(OP) Other Programs: See pages A34-A-39

EVE · MON. MAR. 19, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · TUE. MAR. 13, 1973

NATIONAL Nielsen TV AUDIENCE ESTIMATES																			
		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					12,050 18.6		17,880 27.6						16,260 25.1				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					18,400 28.4		19,960 30.8				19,050 29.4						
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					14,260 22.0								9,530 14.7				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					12,050 18.6		18,880 29.1						12,570 23.1				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					17,300 26.7		14,130 21.8				14,190 21.9						
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					16,200 25.0								12,180 18.8				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV (See Def. 1)			WK 1	56.3	57.9	58.0	60.4	62.6	63.2	62.0	61.9	62.9	63.3	62.4	61.4	59.1	58.4	56.8	54.3
			WK 2	55.5	58.0	58.8	60.5	62.2	63.9	64.0	63.8	63.6	63.5	61.3	60.7	57.6	57.7	55.7	51.8

U.S. TV Households: 64,800,000

(OP) Other Programs: See pages A34-A39

Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

EVE · TUE. MAR. 20, 1973

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B.

(OP) Other Programs: See pages A34-A39.

EVE · TUE. MAR. 20, 1973

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. · WED. MAR. 14, 1973

W
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1TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV WK 1
(See Def. 1)U.S. TV Households: 64,800,000
IOP) Other Programs: See pages A34-A-39

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

EVE. · WED. MAR. 21, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV					12,250 18.9		17,170 26.5						13,410 20.7				
Average Audience					10,890 16.8 27		12,310 19.0 30	17.5* 27 *		19.9* 31 *		19.6* 31 *	11,210 17.3 32	17.3* 31 *	17.7	17.7	17.4* 33 *
Share of Audience %					15.9	17.6	17.1	18.0	19.9	20.0	20.0	19.2	16.8	17.7	17.7	17.7	17.0
CBS TV					18,790 29.0				17,240 26.6				16,260 25.1				
Average Audience					13,350 20.6 32	18.6* 30 *		22.6* 35 *	13,020 20.1 32	19.9* 31 *		20.4* 32 *	13,670 21.1 39	22.0* 39 *	21.7	21.0	20.3* 39 *
Share of Audience %					17.9	19.2	22.3	23.0	20.0	19.7	20.3	20.4	22.3	21.7	21.0	21.0	19.6
NBC TV					16,650 25.7		17,170 26.5						10,110 15.6				
Average Audience					15,100 23.3 37		11,660 18.0 28	17.8* 28 *		17.9* 28 *		18.3* 29 *	7,910 12.2 22	12.6* 22 *			11.8* 23 *
Share of Audience %					22.9	23.6	18.2	17.4	17.8	18.1	18.7	17.9	13.4	11.9		11.7	11.9
ABC TV					11,470 17.7		17,170 26.5						7,520 11.6 22	11.9* 21 *	11.2		11.2*
Average Audience					10,240 15.8 26		12,570 19.4 31	18.1* 29 *		20.0* 33 *		20.0* 33 *	11,560 17.560 27.1	11.9* 21 *	11.2		11.2*
Share of Audience %					15.5	16.0	17.5	18.7	19.9	20.2	20.7	19.2	12.4	11.5	11.2		11.3
CBS TV					17,240 26.6				14,190 21.9				14,970 23.1 43	23.0* 41 *	23.9		23.2*
Average Audience					11,860 18.3 30	16.1* 26 *		20.5* 33 *	11,600 17.9 29	17.8* 29 *		18.1* 29 *	14,970 23.1 43	23.0* 41 *	23.9		23.2*
Share of Audience %					15.5	16.7	20.3	20.8	18.0	17.5	17.8	18.4	22.5	23.5	23.9		22.6
NBC TV					16,260 25.1		15,550 24.0						10,300 15.9				
Average Audience					14,640 22.6 37		10,170 15.7 25	15.5* 25 *		15.3* 25 *		16.1* 26 *	8,290 12.8 24	13.6* 24 *	12.4		12.1*
Share of Audience %					21.8	23.4	16.1	14.8	15.4	15.2	16.1	16.2	13.8	13.4	12.4		11.8
TV Households Using TV	54.5	55.4	57.0	59.0	61.6	63.6	64.0	64.8	63.4	63.5	64.1	63.5	57.4	55.1	53.3	51.4	
WK 2	55.5	57.1	56.3	57.5	60.5	62.4	62.3	62.6	61.2	60.6	61.8	60.9	56.3	55.3	53.3	50.6	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. MAR. 15, 1973

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					13,150 20.3				16,330 25.2				15,880 24.5				
		AVERAGE AUDIENCE (Households (000) & %)					9,850 15.2	14.3*		16.0*	13,540 20.9	20.3*		21.5*	13,410 20.7	21.1*		20.3*	
		SHARE OF AUDIENCE %					24	22 *		25 *	32	31 *		33 *	36	36 *		37 *	
		AVG. AUD. BY 1/4 HR. %					14.4	14.2	15.2	16.8	20.0	20.7	21.4	21.6	21.1	21.0	20.8	19.8	
CBS TV	TOTAL AUDIENCE (Households (000) & %)						16,070 24.8				15,940 24.6								
	AVERAGE AUDIENCE (Households (000) & %)						13,350 20.6	20.4*		20.9*	8,880 13.7	15.7*		13.3*		13.2*		12.6*	
	SHARE OF AUDIENCE %						32	32 *		32 *	23	24 *		21 *		23 *		23 *	
	AVG. AUD. BY 1/4 HR. %						19.9	20.9	21.1	20.7	17.0	14.3	13.6	13.0	13.5	13.0	12.7	12.6	
NBC TV	TOTAL AUDIENCE (Households (000) & %)						16,910 26.1				16,390 25.3				12,640 19.5				
	AVERAGE AUDIENCE (Households (000) & %)						13,150 20.3	20.6*		19.9*	13,410 20.7	20.2*		21.2*	9,780 15.1	15.3*		14.8*	
	SHARE OF AUDIENCE %						32	32 *		31 *	32	31 *		33 *	27	26 *		27 *	
	AVG. AUD. BY 1/4 HR. %						20.3	20.9	20.1	19.8	19.4	21.0	21.4	21.0	15.4	15.1	15.1	14.6	
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					18.9				25.9				23.5				
		AVERAGE AUDIENCE (Households (000) & %)					9,780 15.1	14.3*		15.8*	14,060 21.7	21.0*		22.4*	13,090 20.2	20.4*		20.0*	
		SHARE OF AUDIENCE %					23	22 *		24 *	33	32 *		34 *	36	35 *		37 *	
		AVG. AUD. BY 1/4 HR. %					13.8	14.8	15.5	16.2	20.3	21.8	22.7	22.2	20.3	20.5	20.5	19.5	
CBS TV	TOTAL AUDIENCE (Households (000) & %)						16,330 25.2				11,860 18.3								
	AVERAGE AUDIENCE (Households (000) & %)						13,800 21.3	21.1*		21.4*	7,450 11.5	12.1*		11.3*		11.7*		10.9*	
	SHARE OF AUDIENCE %						33	33 *		32 *	19	19 *		17 *		20 *		20 *	
	AVG. AUD. BY 1/4 HR. %						20.8	21.4	21.8	21.1	12.5	11.8	11.6	10.9	11.9	11.5	11.3	10.5	
NBC TV	TOTAL AUDIENCE (Households (000) & %)						17,950 27.7				19,380 29.9				14,900 23.0				
	AVERAGE AUDIENCE (Households (000) & %)						14,520 22.4	21.3*		23.6*	16,140 24.9	24.5*		25.3*	11,920 18.4	19.3*		17.6*	
	SHARE OF AUDIENCE %						34	33 *		36 *	38	37 *		39 *	33	33 *		32 *	
	AVG. AUD. BY 1/4 HR. %						20.2	22.4	23.6	23.6	24.3	24.6	25.6	25.0	19.4	19.2	18.1	17.1	
TV HOUSEHOLDS USING TV			WK 1	55.3	58.7	59.3	61.3	63.2	64.5	64.7	65.0	65.3	64.9	65.0	64.1	59.1	57.9	56.4	53.8
(See Def. 1)			WK 2	55.5	56.9	58.2	60.6	62.6	65.0	66.4	66.4	65.4	65.5	66.5	64.9	59.1	57.6	55.6	52.7

EVE. THU. MAR. 22, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · FRI. MAR. 16, 1973

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)						11,400 17.6		17,630 27.2		22,550 34.8				13,930 21.5		9,270 14.3		
	ABC TV						Brady Bunch		Partridge Family		Acts Of Love And Other Comedies - Marlo Thomas (9:00-10:00PM)				Love, American Style		What About Tomorrow? NEW HOPES FOR HEALTH (10:30-11:00PM) (Shell Oil Co.)		
	AVERAGE AUDIENCE (Households (000) & %)						10,240 15.8		15,880 24.5		17,880 27.6	27.0*			11,990 18.5		7,840 12.1		
	SHARE OF AUDIENCE %						27		41		47	46 *			47 *		23		
	AVG. AUD. BY ¼ HR. %						15.3	16.3	23.8	25.3	25.9	28.1	28.4	27.9	19.2	17.7	13.3	10.9	
W E K 2	TOTAL AUDIENCE (Households (000) & %)						7,970 12.3		16,330 25.2						20,930 32.3				
	CBS TV						Harlem Globetrotters Popcorn Machine (8:00-9:30PM)				Ed Sullivan's Broadway (9:30-10:00PM)						Lily Tomlin Show (10:00-11:00PM)		
	AVERAGE AUDIENCE (Households (000) & %)						7,060 10.9		9,910 15.3	16.1*		15.1*		14.8*	15,230 23.5		22.3*		24.8*
	SHARE OF AUDIENCE %						18		26	27 *		26 *		25 *	43		39 *		47 *
	AVG. AUD. BY ¼ HR. %						10.6	11.3	15.8	16.4	15.8	14.3	14.0	15.6	21.9	22.8	24.6	24.9	
W E K 3	TOTAL AUDIENCE (Households (000) & %)						20,540 31.7		11,790 18.2										
	NBC TV						Sanford and Son						NHL Hockey BOSTON VS. DETROIT (9:30-11:00PM) (1)						
	AVERAGE AUDIENCE (Households (000) & %)						18,140 28.0		4,600 7.1	8.2*		6.6*		6.6*			6.1*		7.3*
	SHARE OF AUDIENCE %						47		12	14 *		11 *		11 *			11 *		14 *
	AVG. AUD. BY ¼ HR. %						27.6	28.4	9.4	7.0	6.9	6.4	6.8	6.5	6.4	5.8	7.0	7.6	
W E K 4	TOTAL AUDIENCE (Households (000) & %)						11,920 18.4		13,220 20.4		11,730 18.1		13,150 20.3		12,830 19.8				
	ABC TV						Brady Bunch		Partridge Family		Room 222 (R)		Odd Couple		Love, American Style (R)				
	AVERAGE AUDIENCE (Households (000) & %)						10,890 16.8		11,600 17.9		10,560 16.3		11,600 17.9		10,110 15.6		15.4*		15.8*
	SHARE OF AUDIENCE %						28		29		27		31		29		28 *		30 *
	AVG. AUD. BY ¼ HR. %						16.7	16.9	17.6	18.2	16.0	16.5	17.7	18.1	15.2	15.6	16.3	15.2	
W E K 5	TOTAL AUDIENCE (Households (000) & %)						18,340 28.3						17,370 26.8						
	CBS TV										Tom Sawyer (9:00-9:30PM)				Friday Night CBS Movies GENESIS 11 (9:30-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)						12,250 18.9	15.5*		19.2*		22.1*	20.5	19.5*		21.4*		20.7*	
	SHARE OF AUDIENCE %						31	26 *		32 *		37 *	37	34 *		39 *		40 *	
	AVG. AUD. BY ¼ HR. %						15.1	15.8	18.9	19.4	21.8	22.5	19.4	19.6	21.2	21.5	21.2	20.2	
W E K 6	TOTAL AUDIENCE (Households (000) & %)						18,270 28.2		13,220 20.4		11,730 18.1				8,230 12.7				
	NBC TV						Sanford and Son		Little People		Circle of Fear				The Bobby Darin Show				
	AVERAGE AUDIENCE (Households (000) & %)						16,200 25.0		11,530 17.8		8,040 12.4	12.3*		12.4*	5,510 8.5		8.9*		8.0*
	SHARE OF AUDIENCE %						41		29		21	21 *		21 *	16		16 *		15 *
	AVG. AUD. BY ¼ HR. %						24.0	25.9	18.5	17.2	13.2	11.4	12.7	12.2	9.4	8.4	7.8	8.2	
TV HOUSEHOLDS USING TV WK 1		52.5	54.1	55.1	57.3	58.5	60.4	60.7	60.0	58.9	58.9	59.1	59.7	57.3	55.6	54.1	52.1		
(See Def. 1) WK 2		52.0	53.7	53.9	55.7	59.3	61.6	60.7	61.0	60.0	59.3	58.3	57.8	55.2	54.3	53.1	51.0		

U.S. TV Households: 64,800,000

(OP) Other Programs: See pages A34-A39

* Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8.
(1) TV NEWS RATINGS, SEE OP. PAGES.

EVE · FRI. MAR. 23, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · SAT. MAR. 17, 1973

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					4,600 7.1		8,490 13.1		8,160 12.6				4,800 7.4				
		AVERAGE AUDIENCE (Households (000) & %)					3,560 5.5		7,710 11.9		6,290 9.7	9.3*		10.2*	3,300 5.1	5.1*		5.1*	
		SHARE OF AUDIENCE %					9		20		16	15*		17*	10	9*		10*	
		AVG. AUD. BY ¼ HR. %					5.6	5.4	11.7	12.1	9.3	9.3	10.3	10.0	5.6	4.6	5.0	5.3	
W E E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)					24,620 38.0		15,880 24.5		16,590 25.6		14,640 22.6		17,170 26.5				
		AVERAGE AUDIENCE (Households (000) & %)					22,490 34.7		14,580 22.5		14,900 23.0		13,350 20.6		14,260 22.0	22.2*		21.8*	
		SHARE OF AUDIENCE %					56		37		38		35		41	40*		42*	
		AVG. AUD. BY ¼ HR. %					34.1	35.3	22.5	22.5	23.3	22.7	20.4	20.7	22.1	22.3	22.1	21.5	
W E E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					21,640 33.4												
		AVERAGE AUDIENCE (Households (000) & %)					12,120 18.7	16.4*		19.1*		20.9*		19.8*		18.4*		17.8*	
		SHARE OF AUDIENCE %					32	26*		31*		34*		33*		33*		34*	
		AVG. AUD. BY ¼ HR. %					16.8	16.1	19.1	19.1	20.8	21.0	20.3	19.4	18.7	18.1	17.9	17.6	
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					8.1		11.9		11.3				9.4				
		AVERAGE AUDIENCE (Households (000) & %)					4,410 6.8		6,740 10.4		4,990 7.7	7.9*		7.5*	4,020 6.2	6.0*		6.4*	
		SHARE OF AUDIENCE %					11		17		13	14*		13*	12	11*		13*	
		AVG. AUD. BY ¼ HR. %					7.0	6.6	10.3	10.4	8.3	7.5	7.9	7.1	6.3	5.7	6.2	6.6	
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					23,910 36.9		16,590 25.6		16,260 25.1		15,490 23.9		15,620 24.1				
		AVERAGE AUDIENCE (Households (000) & %)					21,770 33.6		14,970 23.1		14,190 21.9		14,320 22.1		12,770 19.7	20.3*		19.1*	
		SHARE OF AUDIENCE %					55		39		38		39		38	38*		38*	
		AVG. AUD. BY ¼ HR. %					32.2	35.1	23.0	23.2	22.0	21.7	21.9	22.4	20.5	20.0	19.4	18.9	
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					21,060 32.5												
		AVERAGE AUDIENCE (Households (000) & %)					12,050 18.6	15.4*		19.0*		20.5*		19.9*		19.0*		17.9*	
		SHARE OF AUDIENCE %					33	25*		32*		35*		35*		36*		35*	
		AVG. AUD. BY ¼ HR. %					15.4	15.4	19.1	18.9	20.3	20.7	20.1	19.6	19.0	19.0	18.6	17.3	
TV HOUSEHOLDS USING TV			WK 1	55.6	57.0	58.3	59.7	62.2	62.2	61.0	60.8	61.0	60.9	60.0	59.0	56.0	54.1	52.5	51.4
(See Def. 1)			WK 2	51.6	53.8	55.6	57.5	60.4	61.4	59.9	59.9	58.6	58.0	56.3	55.9	54.3	52.8	51.6	49.7

U.S. TV Households: 64,600,000
(OP) Other Programs: See pages A34-A39

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

EVE · SAT. MAR. 24, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · SUN. MAR. 18, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)					12,570 19.4				14,710 22.7								
	AVERAGE AUDIENCE (Households (000) & %)					8,290 12.8	12.8*			9,270 14.3	11.3*			13.8*		14.3*		16.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 13.0	20 * 12.5			19 * 12.9	24 11.3	17 * 11.4		21 * 14.3		23 * 14.3	16.5	31 * 17.2
E K 2	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)		13,090 20.2			15,230 23.5		19,180 29.6				15,810 24.4						
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E K 1	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E K 2	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E K 2	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E K 2	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV WK 1		55.5	57.3	59.7	62.3	64.6	66.0	65.9	67.5	67.4	66.5	65.6	65.1	63.7	62.3	54.9	52.9	
(See Def. 1) WK 2		54.5	57.5	58.9	61.0	63.6	66.2	66.7	67.2	67.2	67.2	65.8	64.3	59.8	59.1	52.8	50.0	

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B.
 (OP) Other Programs: See pages A34-A39
 (1) FOR REM. RATINGS SEE OP. PAGES.

EVE · SUN. MAR. 25, 1973

EVE · MON. MAR. 26, 1973

TIME

7:00

7:15

7:30

7:45

8:00

8:15

8:30

8:45

9:00

9:15

9:30

9:45

10:00

10:15

10:30

10:45

11:00

TOTAL AUDIENCE
(Households (000) & %)

17,040
26.3

18,340
28.3

ABC TV

The Rookies®

ABC Monday Night Movie
GUNN®(9:00-10:55PM)

AVERAGE AUDIENCE
(Households (000) & %)

13,740
21.2

20.6*

21.8*

12,380
19.1

19.5*

19.1*

19.6*

18.1*

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

32

32 *

33 *

30

29 *

29 *

32 *

32 *

W

20.5

20.7

21.7

21.8

19.7

19.3

19.0

19.3

19.6

19.5

19.1

16.6

TOTAL AUDIENCE
(Households (000) & %)

16,260
25.1

17,500
27.0

18,340
28.3

CBS TV

Gunsmoke®

Here's Lucy®

Hotel Ninety
(9:30-11:00PM)

AVERAGE AUDIENCE
(Households (000) & %)

13,410
20.7

20.2*

21.1*

15,490
23.9

11,790
18.2

21.1*

17.4*

16.1*

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

32

32 *

32 *

35

30

32 *

28 *

29 *

E

19.8

20.5

21.4

20.9

23.2

24.6

21.5

20.6

18.2

16.6

16.1

16.0

TOTAL AUDIENCE
(Households (000) & %)

14,190
21.9

19,500
30.1

NBC TV

Rowan & Martin Laugh-In®

NCAA Basketball Championship
MEMPHIS STATE VS. UCLA(9:00-11:00PM)

AVERAGE AUDIENCE
(Households (000) & %)

10,630
16.4

15.9*

16.9*

13,280
20.5

19.3*

20.9*

20.9*

20.8*

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

25

25 *

25 *

32

29 *

31 *

33 *

35 *

1

15.4

16.4

16.4

17.3

18.7

19.8

21.1

20.7

20.5

21.3

21.9

19.7

TOTAL AUDIENCE
(Households (000) & %)

16,650
25.7

20,670
31.9

ABC TV

The Rookies®

ABC Monday Night Movie®
"A LOVELY WAY TO DIE"(9:00-11:00PM)

AVERAGE AUDIENCE
(Households (000) & %)

13,410
20.7

19.7*

21.8*

14,320
22.1

21.0*

22.6*

22.8*

22.2*

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

32

31 *

33 *

36

33 *

36 *

38 *

40 *

W

19.2

20.2

21.5

22.1

20.7

21.3

22.6

22.6

23.1

22.5

22.7

21.6

TOTAL AUDIENCE
(Households (000) & %)

17,430
26.9

13,410
20.7

16,260
25.1

CBS TV

Gunsmoke®

Here's Lucy®

American Film Institute Salute To John Ford
(9:30-11:00PM)

AVERAGE AUDIENCE
(Households (000) & %)

13,740
21.2

20.4*

21.9*

12,380
19.1

11,530
17.8

18.4*

18.4*

16.5*

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

33

32 *

33 *

30

30

29 *

31 *

29 *

E

20.1

20.8

21.8

22.1

19.2

19.1

17.9

18.9

18.7

18.2

17.2

15.7

TOTAL AUDIENCE
(Households (000) & %)

11,210
17.3

13,480
20.8

NBC TV

Rowan & Martin Laugh-In®

NBC Monday Night At The Movies
"THE SUBJECT WAS ROSES"(9:00-11:00PM)

AVERAGE AUDIENCE
(Households (000) & %)

8,750
13.5

12.9*

14.1*

8,620
13.3

13.3*

13.6*

13.3*

12.9*

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

21

20 *

21 *

22

21 *

22 *

22 *

23 *

2

12.7

13.1

13.9

14.4

13.7

13.0

13.5

13.5

13.3

13.2

13.3

12.4

TV HOUSEHOLDS USING TV WK 1

57.2

57.9

59.5

60.5

63.3

64.5

66.3

67.1

67.6

67.8

66.1

65.7

62.6

61.1

58.7

52.2

(See Def. 1)

55.8

57.3

59.5

62.3

62.7

64.3

66.3

67.2

64.5

63.9

62.6

62.6

60.6

58.8

57.8

54.4

U.S. TV Households: 64,600,000

Half-hour ratings for immediately preceding hour

EVE. · MON. APR. 2, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · TUE. MAR. 27, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)					11,400 17.6		12,640 19.5						9,070 14.0				
	AVERAGE AUDIENCE (Households (000) & %)																	
E	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)					16,720 25.8		18,790 29.0						13,090 20.2				
	AVERAGE AUDIENCE (Households (000) & %)																	
K	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)					17,500 27.0				22,870 35.3				32,460 50.1				
	AVERAGE AUDIENCE (Households (000) & %)																	
2	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)					12,120 18.7		17,690 27.3						17,690 27.3				
	AVERAGE AUDIENCE (Households (000) & %)																	
E	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)					17,430 26.9		18,860 29.1						13,870 21.4				
	AVERAGE AUDIENCE (Households (000) & %)																	
K	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)					15,160 23.4								10,170 15.7				
	AVERAGE AUDIENCE (Households (000) & %)																	
TV HOUSEHOLDS USING TV		WK 1	56.3	58.8	61.1	62.3	64.2	65.5	65.6	66.2	66.5	66.0	64.2	62.8	62.4	62.2	60.7	57.5
(See Def. 1)		WK 2	55.0	57.4	59.0	60.2	60.1	61.2	60.9	60.4	60.5	60.5	58.8	57.4	53.2	52.2	51.7	49.3

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).
 (OP) Other Programs: See pages A34-A-41 (1) For REM, RATINGS, SEE OP. PAGES.

(R) Repeat, see page B.

EVE · TUE. APR. 3, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · WED. MAR. 28, 1973

WED. MAR. 28, 1973																		
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	TOTAL AUDIENCE (Households (000) & %)					11,150 17.2		14,060 21.7						13,150 20.3				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					9,460 14.6		9,720 15.0						10,560 16.3				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 13.7		24 15.5		23 * 14.6		24 * 14.7		25 * 15.4	16.3 15.6	16.4 * 16.2	16.3 16.6	16.2 * 16.0
E	TOTAL AUDIENCE (Households (000) & %)					11,990 18.5		14,520 22.4		17,820 27.5				13,220 20.4				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,170 15.7		13,090 20.2		13,800 21.3				10,110 15.6				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 15.8		32 15.5		34 20.9		34 * 21.2		35 * 21.6	29 17.2	29 * 15.9	29 * 15.0	28 * 14.4
K	TOTAL AUDIENCE (Households (000) & %)					16,910 26.1		17,950 27.7						13,870 21.4				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					15,030 23.2		11,860 18.3						10,950 16.9				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					38 22.3		29 24.1		30 * 19.2		29 * 18.9		28 * 18.1	31 17.2	30 * 16.8	30 * 17.1	32 * 16.2
1	TOTAL AUDIENCE (Households (000) & %)					11,340 17.5								6,930 10.7				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					6,670 10.3								4,990 7.7				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 11.1	10.7 * 10.3		10.5 * 10.3		10.3 * 10.3		10.3 * 10.4	9.9 * 9.4	7.7 7.8	7.5 * 7.3		7.8 * 8.0
E	TOTAL AUDIENCE (Households (000) & %)					18,340 28.3				13,090 20.2				13,540 20.9				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,990 18.5	19.8 * 31 *		17.2 * 26 *	10,040 15.5 23	15.2 * 23 *		15.9 * 24 *	11,150 17.2 30	17.3 * 29 *		17.1 * 32 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 18.8	31 * 20.8		26 * 17.4	23 15.1	23 * 15.3		24 * 16.0	30 16.8	29 * 17.9		32 * 17.7	
K	TOTAL AUDIENCE (Households (000) & %)					17,370 26.8		28,770 44.4						22,680 35.0				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					15,680 24.2		21,900 33.8						18,080 27.9				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					38 23.4		51 25.0		49 * 31.7		52 * 32.7		52 * 34.9	49 31.3	51 * 29.2		48 * 24.3
2	TV HOUSEHOLDS USING TV	WK 1	52.6	54.2	56.0	57.0	59.8	62.1	62.6	63.0	61.7	62.2	62.2	61.8	57.4	55.5	53.2	50.8
	(See Def. 1)	WK 2	55.4	56.5	58.3	60.8	62.8	64.3	65.3	66.6	67.1	67.1	66.7	66.6	61.2	58.4	55.3	51.7

U.S. TV Households: 64,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) Other Programs: See pages A34-A-41

EVE · WED. APR. 4, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · THU. MAR. 29, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					11,790 18.2						17,500 27.0						
	ABC TV							Mod Squad (R)		ABC Nixon Speech (9:00-9:20PM) (SUS)				ABC Theatre (9:20-11:20PM) (1)				
	AVERAGE AUDIENCE (Households (000) & %)					9,070 14.0						11,020 17.0						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 12.7	13.0* 13.3		15.0* 14.5	22* 15.5		29 18.6	17.7* 17.6		17.2* 17.3	29* 17.0	16.6* 16.8	30* 16.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)					16,780 25.9						16,980 26.2						
	CBS TV							The Waltons (R)		CBS Nixon Speech (9:00-9:20PM) (SUS)				The CBS Thursday Night Movies® "...TICK...TICK...TICK..." (9:25-11:25PM) (1)				
	AVERAGE AUDIENCE (Households (000) & %)					14,260 22.0						10,820 16.7						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 20.1	20.9* 21.7		23.2* 23.3	34* 23.1		29 16.9	16.0* 16.0		16.0* 15.8	27* 16.2	17.7* 17.6	32* 17.7
W E K 3	TOTAL AUDIENCE (Households (000) & %)					18,860 29.1						15,880 24.5				12,640 19.5		
	NBC TV							The Flip Wilson Show (R)		NBC Nixon Speech (9:00-9:20PM) (SUS)				Ironside (1)			The Dean Martin Show (1)	
	AVERAGE AUDIENCE (Households (000) & %)					14,060 21.7						12,180 18.8				9,590 14.8		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 20.4	21.1* 21.8		22.4* 22.3	33* 22.5		31 18.1	18.6* 18.5	30* 19.4		28 17.1	15.6* 16.3	28* 14.8
W E K 4	TOTAL AUDIENCE (Households (000) & %)					11,660 18.0						15,230 23.5				15,030 23.2		
	ABC TV							Undersea World of Jacques Cousteau® "THE SMILE OF THE WALRUS" (8:00-9:00PM)						Kung Fu			The Streets of San Francisco	
	AVERAGE AUDIENCE (Households (000) & %)					8,360 12.9						12,640 19.5				11,920 18.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 13.3	13.0* 12.7		12.7* 12.2	20* 13.2	31 18.7	18.8* 18.9	20.2* 20.6	32* 19.1	34 18.5	33* 18.4	17.9* 17.5	34* 17.5
W E K 5	TOTAL AUDIENCE (Households (000) & %)					15,490 23.9						16,010 24.7						
	CBS TV							The Waltons (R)						The CBS Thursday Night Movies "DON'T MAKE WAVES" (9:00-10:50PM) (R)				(4)
	AVERAGE AUDIENCE (Households (000) & %)					13,020 20.1						10,630 16.4						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 19.7	20.1* 20.4		20.2* 20.4	32* 19.9	27 17.1	17.0* 17.0	16.8* 16.4	27* 16.2		16.0* 15.7	15.6* 16.1	25* 14.2
W E K 6	TOTAL AUDIENCE (Households (000) & %)					17,240 26.6						15,290 23.6				13,540 20.9		
	NBC TV							The Flip Wilson Show (R)						Ironside (R)			The Dean Martin Show	
	AVERAGE AUDIENCE (Households (000) & %)					13,540 20.9						12,250 18.9				10,110 15.6		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 19.4	20.1* 20.8		21.7* 21.6	34* 21.7	30 18.0	18.6* 19.2	19.2* 19.6	30* 18.8	15.6 15.8	15.8* 15.8	15.5* 15.1	29* 15.9
TV HOUSEHOLDS USING TV		WK 1	56.3	57.6	58.8	61.0	64.0	65.8	67.0	68.5	67.0	65.1	62.1	60.4	58.7	57.2	55.5	53.0
(See Def. 1)		WK 2	53.2	55.1	57.2	59.2	61.6	62.4	62.8	63.8	63.5	63.4	63.4	63.0	58.1	55.5	54.7	50.9

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B.

(OP) Other Programs: See pages A34-A-41

(1) FOR REM. RATINGS SEE OP PAGES.

(2) CBS NIXON SPEECH ANALYSIS, 9:20-9:25PM, (SUS) (5).

(3) FEATUETTE, 10:50-11:00PM, "CLASS OF '44" (SUS).

(4) NBC NIXON SPEECH ANALYSIS, 9:20-9:25PM, (SUS) (5).

EVE · THU. APR. 5, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · FRI. MAR. 30, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					12,770 19.7		14,840 22.9		13,220 20.4		11,790 18.2		13,150 20.3				
AVERAGE AUDIENCE (Households (000) & %)					11,530 17.8		13,800 21.3		11,790 18.2		11,020 17.0		10,560 16.3		10,440 16.4*		16.3*
SHARE OF AUDIENCE %					30		36		31		29		30		30*		31*
AVG. AUD. BY ¼ HR. %					17.2	18.4	21.0	21.6	18.1	18.2	16.7	17.4	16.3	16.3	16.3	16.0	16.0
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					9,590 14.8				18,010 27.8								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					19,890 30.7		14,320 22.1		11,730 18.1				9,780 15.1				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	

W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					12,570 19.4		13,670 21.1		13,280 20.5		12,770 19.7		14,520 22.4				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					9,720 15.0				16,590 25.6								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					19,570 30.2		14,640 22.6		12,570 19.4				9,070 14.0				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
2																	
TV HOUSEHOLDS USING TV WK 1	52.3	54.2	55.2	56.3	58.8	60.6	59.7	60.4	58.9	59.3	58.9	58.1	55.7	54.9	54.1	50.9	
(See Def. 1) WK 2	51.3	52.5	53.1	55.1	58.8	60.1	58.7	59.0	57.7	57.9	56.0	55.9	54.9	53.4	52.1	49.7	

U.S. TV Households: 64,800,000

(OP) Other Programs: See pages A34-A-41
(1) FOR REM. RATINGS, SEE OP. PAGES.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

EVE · FRI. APR. 6, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · SAT. MAR. 31, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					5,180 8.0		8,040 12.4		7,970 12.3				5,510 8.5				
	ABC TV					Here We Go Again		Touch Of Grace		The Julie Andrews Hour								
	AVERAGE AUDIENCE (Households (000) & %)					4,280 6.6		7,260 11.2		5,960 9.2				3,890 6.0				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					11 6.8		19 11.1		16* 9.4				17* 8.8				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					23,460 36.2		16,590 25.6		16,260 25.1		16,390 25.3		16,590 25.6				
	CBS TV					All In The Family (R)		Bridget Loves Bernie (R)		Mary Tyler Moore Show (R)		Bob Newhart Show (R)		Carol Burnett Show (R)				
	AVERAGE AUDIENCE (Households (000) & %)					21,580 33.3		15,290 23.6		15,030 23.2		14,640 22.6		13,610 21.0				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					57 33.1		41 24.0		40 23.3		42 23.1		42 21.3				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,250 29.7												
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,690 16.5												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 13.7												
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					5,120 7.9		7,190 11.1		8,360 12.9				6,740 10.4				
	ABC TV					Here We Go Again		Touch Of Grace		The Julie Andrews Hour (R)								
	AVERAGE AUDIENCE (Households (000) & %)					4,410 6.8		6,480 10.0		6,350 9.8				5,120 7.9				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					11 7.1		17 9.8		17 9.0				15 8.1				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					21,770 33.6		15,750 24.3		17,630 27.2		15,550 24.0		16,070 24.8				
	CBS TV					All In The Family (R)		Bridget Loves Bernie (R)		Mary Tyler Moore Show (R)		Bob Newhart Show (R)		Carol Burnett Show (R)				
	AVERAGE AUDIENCE (Households (000) & %)					19,760 30.5		14,580 22.5		15,880 24.5		14,060 21.7		12,900 19.9				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					51 29.6		38 23.1		43 23.9		39 25.0		39 21.7				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,520 25.5				16,980 26.2								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					13,350 20.6				9,330 14.4								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					35 18.9				28 16.8								
TV HOUSEHOLDS USING TV		WK 1	52.9	55.1	55.2	55.9	57.9	58.5	57.9	58.5	57.6	56.9	54.9	53.2	50.9	50.5	49.1	47.6
(See Def. 1)		WK 2	51.2	53.9	55.2	56.7	58.7	60.1	58.8	58.6	57.1	57.3	56.3	55.6	53.3	52.1	50.9	49.1

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) Other Programs: See pages A34-A41

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE · SAT. APR. 7, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · SUN. APR. 1, 1973

		TIME																			7:00		7:15		7:30		7:45		8:00		8:15		8:30		8:45		9:00		9:15		9:30		9:45		10:00		10:15		10:30		10:45		11:00																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																		14,390 22.2																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) Other Programs: See pages A34-A41

(1) FOR REM. RATINGS SEE OP. PAGES.

(2) REM. RATING ON PAGE A-33.

EVE · SUN. APR. 8, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · MON. APR. 9, 1973

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					16,010 24.7				14,390 22.2									
		AVERAGE AUDIENCE (Households (000) & %)					13,090 20.2	19.3*		21.0*	7,840 12.1	13.8*		12.3*		11.9*		10.5*		
		SHARE OF AUDIENCE %					31	30 *		32 *	21	22 *		21 *		21 *		20 *		
		AVG. AUD. BY 1/4 HR. %					18.9	19.8	20.8	21.1	14.8	12.7	12.5	12.0	12.4	11.4	10.8	10.2		
		The Rookies®																		
		ABC Monday Night Movie "SITUATION HOPELESS, BUT NOT SERIOUS" (9:00 - 11:00 P.M.)																		
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					17,560 27.1				13,740 21.2		11,470 17.7		11,860 18.3					
		AVERAGE AUDIENCE (Households (000) & %)					15,160 23.4	23.1*		23.8*	12,180 18.8		10,500 16.2		9,010 13.9		13.9*		13.8*	
		SHARE OF AUDIENCE %					36	36 *		36 *	30		27		26		25 *		26 *	
		AVG. AUD. BY 1/4 HR. %					22.9	23.3	23.9	23.6	18.7	18.9	16.0	16.4	13.6	14.3	14.2	13.5		
		Gunsmoke®																		
		Here's Lucy®																		
		Doris Day Show®																		
		Bill Cosby Show®																		
W E E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					12,770 19.7				21,510 33.2									
		AVERAGE AUDIENCE (Households (000) & %)					9,590 14.8	14.2*		15.3*	13,930 21.5	21.7*		22.2*		21.6*		20.6*		
		SHARE OF AUDIENCE %					23	22 *		23 *	37	35 *		37 *		39 *		39 *		
		AVG. AUD. BY 1/4 HR. %					13.9	14.6	15.0	15.6	21.6	21.8	22.7	21.7	22.1	21.0	21.1	20.1		
		Rowan & Martin Laugh-In®																		
		NBC Monday Night At The Movies "THE SECRET WAR OF HANITY FRIGGS" (9:00 - 11:00 P.M.)																		
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					12,770 19.7				16,200 25.0									
		AVERAGE AUDIENCE (Households (000) & %)					8,680 13.4	13.4*		13.4*	10,820 16.7	17.1*		17.3*		16.7*		15.7*		
		SHARE OF AUDIENCE %					22	22 *		21 *	30	28 *		29 *		32 *		32 *		
		AVG. AUD. BY 1/4 HR. %					14.1	12.6	13.0	13.7	16.6	17.5	17.6	17.0	17.2	16.3	16.2	15.2		
		James Paul McCartney (8:00 - 9:00 P.M.)																		
		ABC Monday Night Movie "RED LINE 7000 (9:00 - 11:00 P.M.)"																		
W E E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)					19,500 30.1				16,260 25.1		13,930 21.5		11,470 17.7					
		AVERAGE AUDIENCE (Households (000) & %)					15,810 24.4	23.8*		25.0*	14,520 22.4		12,050 18.6		8,550 13.2		13.5*		12.8*	
		SHARE OF AUDIENCE %					39	39 *		40 *	36		32		26		26 *		26 *	
		AVG. AUD. BY 1/4 HR. %					22.7	24.9	25.3	24.7	22.1	22.7	19.4	17.9	13.9	13.1	13.1	12.6		
		Gunsmoke®																		
		Here's Lucy®																		
		Doris Day Show®																		
		Bill Cosby Show®																		
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					14,320 22.1				17,170 26.5									
		AVERAGE AUDIENCE (Households (000) & %)					10,240 15.8	14.4*		17.1*	10,240 15.8	16.1*		16.4*		15.5*		15.1*		
		SHARE OF AUDIENCE %					26	24 *		27 *	28	26 *		28 *		29 *		30 *		
		AVG. AUD. BY 1/4 HR. %					13.5	15.3	16.7	17.5	16.4	15.9	17.0	15.8	15.5	15.5	15.4	14.8		
		Rowan & Martin Laugh-In®																		
		NBC Monday Night At The Movies "MURDER" (9:00 - 11:00 P.M.)																		
TV HOUSEHOLDS USING TV WK 1		58.2	59.9	61.5	62.8	64.0	65.9	66.4	66.1	62.9	62.2	60.8	58.7	56.4	54.6	53.1	51.0			
(See Def. 1) WK 2		50.9	53.7	56.0	58.0	60.2	61.6	62.5	63.2	61.4	61.5	60.0	57.4	53.9	51.9	50.5	48.6			

TV HOUSEHOLDS USING TV		WK 1	58.2	59.9	61.5	62.8	64.0	65.9	66.4	66.1	62.9	62.2	60.8	58.7	56.4	54.6	53.4	51.0
(See Def. 1)		WK 2	50.9	53.7	56.0	58.0	60.2	61.6	62.5	63.2	61.4	61.5	60.0	57.4	53.9	51.9	50.5	48.6

U.S. TV Households: 64,800,000* * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B.
(OP) Other Programs: See pages A34-A39

EVE · MON. APR. 16, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · TUE. APR. 10, 1973

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					11,920 18.4		14,710 22.7						12,570 19.4				
		AVERAGE AUDIENCE (Households (000) & %)					10,820 16.7		11,020 17.0						10,040 15.5				
		SHARE OF AUDIENCE %					27		27						27				
		AVG. AUD. BY ¼ HR. %					16.3	17.1	15.9	16.4	17.0	17.7	18.0	17.2	16.9	16.1	14.8	14.3	
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					16,520 25.5		24,170 37.3										
		AVERAGE AUDIENCE (Households (000) & %)					14,770 22.8		16,520 25.5										
		SHARE OF AUDIENCE %					37		42						40				
		AVG. AUD. BY ¼ HR. %					21.9	23.6	24.5	25.4	26.2	25.9	26.1	25.7	26.4	25.6	25.0	24.0	
W E E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)					13,480 20.8								10,040 15.5				
		AVERAGE AUDIENCE (Households (000) & %)					8,420 13.0								7,910 12.2				
		SHARE OF AUDIENCE %					21								19				
		AVG. AUD. BY ¼ HR. %					12.3	12.6	13.9	12.9	12.5	12.5	12.5	12.5	12.5	12.4	12.0		
W E E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)					12,310 19.0		15,360 23.7						14,520 22.4				
		AVERAGE AUDIENCE (Households (000) & %)					10,760 16.6		11,150 17.2						11,990 18.5				
		SHARE OF AUDIENCE %					28		29						33				
		AVG. AUD. BY ¼ HR. %					15.7	17.6	15.6	15.5	16.4	17.3	19.0	19.5	18.5	19.0	19.0	17.4	
W E E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)					16,590 25.6		19,630 30.3				16,780 25.9						
		AVERAGE AUDIENCE (Households (000) & %)					15,030 23.2		16,200 25.0				10,560 16.3						
		SHARE OF AUDIENCE %					39		41				42		29				
		AVG. AUD. BY ¼ HR. %					22.9	23.5	24.1	25.2	25.6	24.9	17.3	15.5	16.2	16.5	16.5	15.9	
W E E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)					16,010 24.7								11,340 17.5				
		AVERAGE AUDIENCE (Households (000) & %)					8,100 12.5								8,360 12.9				
		SHARE OF AUDIENCE %					21								24				
		AVG. AUD. BY ¼ HR. %					12.6	11.5	12.5	12.4	11.5	11.8	13.1	14.3	14.3	13.3	12.1	12.0	

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

U.S. TV Households: 64,800,000

(OP) Other Programs: See pages A34-A39

(1) FOR REM. RATINGS, SEE OP. PAGES.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

EVE · TUE. APR. 17, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · WED. APR. 11, 1973

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						13,280 20.5								11,470 17.7				
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						8,040 12.4	11.5*		11.8*		13.3*		13.3*	9,720 15.0	14.7*		15.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						20 12.0	19 *	11.7	19 *	13.4	22 *	13.2	22 *	28	26 *	15.4	29 *	15.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						20,870 32.2				18,600 28.7				17,110 26.4				
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)						14,390 22.2	20.0*		24.4*	15,550 24.0	23.6*		24.4*	14,000 21.6	22.2*		21.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						37 19.7	34 *	23.8	40 *	39	39 *	24.5	40 *	40	39 *	22.4	40 *	20.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						16,330 25.2		16,910 26.1						7,520 11.6				
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						14,260 22.0		11,280 17.4	18.5*		17.1*		16.7*	5,570 8.6	9.3*		8.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						37 20.8	23.1	28	30 *	17.3	28 *	16.9	27 *	16	16 *	8.2	15 *	7.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						9,590 14.8		18,530 28.6						11,280 17.4				
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						8,420 13.0		13,150 20.3	17.9*		21.6*		21.6*	9,400 14.5	15.0*		14.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 12.2	13.7	33	29 *	21.4	35 *	21.8	35 *	27	27 *	14.4	28 *	13.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,850 26.0				16,010 24.7				17,370 26.8				
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)						11,730 18.1	16.8*		19.5*	13,220 20.4	19.8*		21.0*	13,740 21.2	21.1*		21.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 16.3	29 *	20.1	32 *	33	32 *	20.8	34 *	40	39 *	21.1	42 *	21.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,230 23.5		14,260 22.0						9,140 14.1				
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						13,670 21.1		9,530 14.7	16.1*		14.3*		13.8*	7,060 10.9	11.8*		10.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						36 20.5	21.8	24	26 *	14.2	23 *	13.9	22 *	21	22 *	10.4	20 *	9.8
TV HOUSEHOLDS USING TV WK 1		(See Def. 1)	52.0	54.1	54.7	56.6	59.2	60.2	61.4	62.1	61.2	61.2	61.4	61.4	57.0	56.0	53.5	50.4	
WK 2			50.3	51.8	53.2	55.6	57.0	59.7	61.3	61.5	61.2	61.6	62.1	61.8	56.1	53.5	51.9	49.6	

U.S. TV Households 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) Other Programs: See pages A34-A39

EVE · WED. APR. 18, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · THU. APR. 12, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV					12,570 19.4				17,040 26.3				15,030 23.2				
AVERAGE AUDIENCE (Households (000) & %)					9,460 14.6	13.0*			14,640 22.6	22.2*			12,770 19.7	19.7*		19.7*	
SHARE OF AUDIENCE %					23	21 *			25 *	35	35 *		23.1*	36 *	34	33 *	35 *
AVG. AUD. BY ¼ HR. %					12.6	13.5	15.2	17.3	22.0	22.4	23.4	22.9	19.5	20.0	19.8	19.5	
					Mod Squad (8:00-9:00PM)				Kung Fu				The Streets of San Francisco				
E																	
CBS TV					17,240 26.6				14,900 23.0								
AVERAGE AUDIENCE (Households (000) & %)					13,150 20.3	20.4*			9,850 15.2	14.9*			15.4*	16.1*		14.5*	
SHARE OF AUDIENCE %					32	33 *			25	23 *			24 *	27 *		26 *	
AVG. AUD. BY ¼ HR. %					20.2	20.6	20.4	20.1	14.6	15.3	15.3	15.5	16.5	15.6	15.3	13.2	
					National Geographic Special "THE HAUNTED WEST"(8:00-9:00PM)				The CBS Thursday Night Movies® "HOW TO SAVE A MARRIAGE-AND RUIN YOUR LIFE"(9:00-10:55PM)				(1)				
K																	
NBC TV					18,530 28.6				15,620 24.1				12,640 19.5				
AVERAGE AUDIENCE (Households (000) & %)					14,060 21.7	21.3*			12,570 19.4	19.8*			9,720 15.0	15.0*		15.1*	
SHARE OF AUDIENCE %					34	34 *			34 *	31 *			30 *	26	25 *	27 *	
AVG. AUD. BY ¼ HR. %					20.6	22.1	22.2	21.8	20.0	19.5	19.4	18.8	16.7	17.2	15.4	16.7	
					The Flip Wilson Show (8:00-9:00PM)				Ironsides (9:00-10:00PM)				The Dean Martin Show				
W																	
ABC TV					8,550 13.2				15,420 23.8								
AVERAGE AUDIENCE (Households (000) & %)					6,350 9.8	9.4*			9,720 15.0	11.1*			12.4*	18.0*		19.2*	
SHARE OF AUDIENCE %					17	17 *			25	17 *			19 *	31 *		36 *	
AVG. AUD. BY ¼ HR. %					9.4	9.5	10.1	10.3	10.6	11.5	12.2	12.7	17.3	18.8	19.4	18.9	
					Mod Squad (8:00-9:00PM)				The Streets of San Francisco (9:00-10:55PM) (8)				(2)				
E																	
CBS TV					24,430 37.7								11,860 18.3				
AVERAGE AUDIENCE (Households (000) & %)					19,050 29.4	26.1*			29.9*	31.4*			7,390 11.4	13.6*		9.2*	
SHARE OF AUDIENCE %					48	46 *			50 *	49 *			47 *	21	24 *	17 *	
AVG. AUD. BY ¼ HR. %					24.8	27.4	29.4	30.4	31.2	31.6	31.2	29.1	15.8	11.3	9.7	8.8	
					The Waltons (8:00-10:00PM)				Up With People (10:00-11:00PM)								
K																	
NBC TV					12,640 19.5				14,060 21.7				15,550 24.0				
AVERAGE AUDIENCE (Households (000) & %)					9,530 14.7	14.5*			11,340 17.5	17.5*			12,510 19.3	19.5*		19.1*	
SHARE OF AUDIENCE %					25	26 *			25 *	27	27 *		27 *	35	34 *	36 *	
AVG. AUD. BY ¼ HR. %					14.8	14.3	14.7	14.9	17.1	17.8	17.7	17.6	18.8	20.3	19.5	18.7	
					The Flip Wilson Show (8:00-9:00PM)				Bob Hope Show (9:00-10:00PM) (Times Corp.)				The Dean Martin Show (10:00-11:00PM)				
W																	
TV HOUSEHOLDS USING TV WK 1	50.6	52.0	55.3	57.6	61.6	63.6	64.9	65.7	64.0	64.5	64.6	63.8	59.8	59.0	57.6	53.6	
(See Def. 1) WK 2	47.3	48.6	50.4	53.2	55.6	56.8	59.0	60.2	62.6	65.0	65.4	63.5	58.2	56.7	54.6	50.9	

U.S. TV Households: 64,800,000

* Half-hour ratings for immediately preceding and subject quarter-hour. (R) Repeat, see page B.

(1) Other Programs: See pages A34-A39

(2) FEATURE FILMS, CBS, 10:55-11:00PM; SUSTAINERS

(3) PROMOTIONAL FILMS, ABC, 10:55-11:00PM; SUSTAINERS

EVE · THU. APR. 19, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · FRI. APR. 13, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					12,050 18.6		14,320 22.1										
AVERAGE AUDIENCE (Households (000) & %)					10,760 16.6		6,670 10.3										
SHARE OF AUDIENCE %					28		18		9.2*		9.7*		10.7*		11.5*		
AVG. AUD. BY ¼ HR. %					16.3	16.9	9.8	8.6	9.6	9.9	10.3	11.0	12.1	11.0	10.1		
Brady Bunch (R) NBA Playoff Game LOS ANGELES VS. CHICAGO (8:30-10:45PM) SPORTS FILL (10:45-11:00PM) (SUS)																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					11,860 18.3				16,140 24.9								
AVERAGE AUDIENCE (Households (000) & %)					8,100 12.5				9,010 13.9								
SHARE OF AUDIENCE %					21	10.1*		14.8*	15.3*		13.4*		14.0*		13.0*		
AVG. AUD. BY ¼ HR. %					10.2	10.0	14.6	15.0	15.7	15.0	14.1	12.7	14.1	13.8	13.6	12.4	
Mission: Impossible (R) Friday Night CBS Movies "THE MAN WHO DIED TWICE" (9:00-11:00PM)																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					20,410 31.5		18,010 27.8		16,330 25.2				14,580 22.5				
AVERAGE AUDIENCE (Households (000) & %)					18,470 28.5		16,070 24.8		11,920 18.4				9,660 14.9				
SHARE OF AUDIENCE %					48		42		33	17.9*		18.8*	15.7*		14.1*		
AVG. AUD. BY ¼ HR. %					27.4	29.5	24.2	25.5	18.2	17.7	18.4	19.1	16.4	14.9	14.2	14.0	
Sanford and Son (R) The Little People (R) Circle of Fear (R) The Bobby Darin Show																	
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					13,280 20.5											4,730 7.3	
AVERAGE AUDIENCE (Households (000) & %)					6,540 10.1											3,820 5.9	
SHARE OF AUDIENCE %					19	8.6*		10.0*	9.7*		10.9*					12	
AVG. AUD. BY ¼ HR. %					8.8	8.4	10.1	9.9	9.7	9.7	10.6	11.1	12.2			6.4	5.4
NBA Playoff Game NEW YORK VS BOSTON (8:00-10:15PM) SPORTS FILL (10:15-10:30PM) (SUS) What About Tomorrow? "SEARCHING THE UNKNOWN" (10:30-11:00PM) Shell Oil Co.																	
W																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					10,170 15.7		21,510 33.2										
AVERAGE AUDIENCE (Households (000) & %)					8,880 13.7		12,510 19.3										
SHARE OF AUDIENCE %					25		36		19.7*		19.6*		20.4*		20.2*		
AVG. AUD. BY ¼ HR. %					13.5	13.9	16.1	17.1	19.4	20.0	19.7	19.6	20.5	20.3	20.6	19.9	
Dr. Seuss' Horton Hears A Who (R) (8:00-8:30PM) Friday Night CBS Movies (R) "OKLAHOMA!" (8:30-11:00PM)																	
E																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					17,500 27.0		14,060 21.7		11,860 18.3				10,300 15.9				
AVERAGE AUDIENCE (Households (000) & %)					15,750 24.3		12,440 19.2		8,420 13.0				7,130 11.0				
SHARE OF AUDIENCE %					44		34		13.1*		12.9*		10.5*		11.6*		
AVG. AUD. BY ¼ HR. %					23.0	25.6	19.4	19.1	13.8	12.4	13.1	12.7	9.9	11.0	11.4	11.8	
Sanford and Son (R) Little People (R) Circle of Fear (R) The Bobby Darin Show																	
2																	
TV HOUSEHOLDS USING TV																	
(See Def. 1)	WK 1	49.5	52.2	53.2	55.3	58.3	59.8	58.8	58.4	56.6	56.0	56.4	56.0	53.1	50.2	47.9	44.2
	WK 2	44.3	46.0	48.0	50.2	53.9	55.4	56.5	56.6	55.4	54.9	55.0	54.9	54.2	52.5	50.4	48.2

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) Other Programs: See pages A34-A39

EVE · FRI APR 20 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · SAT. APR. 14, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					4,080 6.3		7,060 10.9		8,810 13.6				7,450 11.5				
	ABC TV							Here We Go Again	Touch Of Grace	The Julie Andrews Hour®				The Men® "ASSIGNMENT: VIENNA" (10:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					3,630 5.6		6,420 9.9		5,900 9.1				6,160 9.5		9.4*		9.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					10 5.4		17 5.8		16 9.5		16* 8.9		17* 9.0	19 8.8	18* 10.0		20* 9.4
W E K 2	TOTAL AUDIENCE (Households (000) & %)					20,930 32.3		14,320 22.1		17,690 27.3		16,390 25.3		17,370 26.8				
	CBS TV							All In The Family®	Bridget Loves Bernie®	Mary Tyler Moore Show®	Bob Newhart Show®	Carol Burnett Show®						
	AVERAGE AUDIENCE (Households (000) & %)					19,120 29.5		13,280 20.5		15,810 24.4		15,030 23.2		14,190 21.9		22.5*		21.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					52 28.9		36 30.1		43 22.7		42 22.9		44 22.6		44* 22.4		44* 20.7
W E K 3	TOTAL AUDIENCE (Households (000) & %)					15,620 24.1				15,940 24.6								
	NBC TV							Emergency				NBC Saturday Night At The Movies "A THOUSAND CLOWNS"(9:00-11:25PM)(1)						
	AVERAGE AUDIENCE (Households (000) & %)					12,380 19.1		17.2*		20.9*		8,160 12.6		14.5*		12.5*		11.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 16.8		30* 17.7		37* 21.0		25 15.6		26* 13.3		24* 13.2		23* 11.5
W E K 4	TOTAL AUDIENCE (Households (000) & %)					4,340 6.7		6,220 9.6		8,680 13.4				7,060 10.9				
	ABC TV							Here We Go Again	Touch Of Grace	The Julie Andrews Hour®				The Men® "ASSIGNMENT: VIENNA" (10:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					3,630 5.6		5,640 8.7		5,960 9.2		9.2*		4,670 7.2		7.4*		7.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					11 5.5		16 8.1		17 9.2		17* 9.2		18* 9.2	14 7.4	15* 7.3		14* 6.9
W E K 5	TOTAL AUDIENCE (Households (000) & %)					18,600 28.7		13,930 21.5		14,000 21.6		13,480 20.8		16,200 25.0				
	CBS TV							All In The Family®	Bridget Loves Bernie®	Mary Tyler Moore Show®	Bob Newhart Show®	Carol Burnett Show®						
	AVERAGE AUDIENCE (Households (000) & %)					16,850 26.0		12,380 19.1		12,830 19.8		12,250 18.9		12,900 19.9		19.9*		19.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					49 25.6		36 26.4		37 19.4		36 18.9		40 19.8		39* 20.1		40* 19.6
W E K 6	TOTAL AUDIENCE (Households (000) & %)					16,200 25.0				17,820 27.5								
	NBC TV							Emergency				NBC Saturday Night At The Movies "THE HONEY POT"(9:00-11:30PM)(1)						
	AVERAGE AUDIENCE (Households (000) & %)					12,770 19.7		16.9*		22.5*		9,850 15.2		16.0*		15.2*		14.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					37 18.1		32* 17.6		42* 22.2		30 17.3		31* 16.1		30* 15.3		29* 14.7
TV HOUSEHOLDS USING TV		WK 1	45.7	47.9	50.3	53.3	56.3	57.6	57.5	56.6	56.3	56.7	55.0	54.8	51.6	50.5	49.8	48.5
(See Def. 1)		WK 2	43.7	47.3	48.4	50.6	52.3	53.4	53.1	54.4	54.0	54.2	52.6	52.2	50.9	50.5	49.5	48.2

U.S. TV Households: 64,800,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) Other Programs: See pages A34-A39

(1) POP REP: RATINGS, SEE OP. PAGES.

EVE · SAT. APR. 21, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE · SUN. APR. 15, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	TOTAL AUDIENCE (Households (000) & %)					14,190 21.9				15,810 24.4								
	ABC TV								The F.B.I.®									
	AVERAGE AUDIENCE (Households (000) & %)					10,890 16.8				8,290 12.8								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 15.9		16.4* 17.0		17.3* 17.3	22 13.3		12.9* 12.6		13.4* 13.5		12.1* 11.6	13.1* 13.1
E	TOTAL AUDIENCE (Households (000) & %)		12,120 18.7			14,840 22.9		16,390 25.3				14,260 22.0						
	CBS TV			Dick Van Dyke Show®		M*A*S*H®		Mannix®						Barnaby Jones®				
	AVERAGE AUDIENCE (Households (000) & %)		10,240 15.8			13,350 20.6		12,380 19.1				11,280 17.4						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		27 14.8		16.9	33 20.1		30 21.0		17.0* 17.6	29 20.8		21.2* 21.6	28* 17.5	17.4* 17.4		17.4* 17.6	30* 17.1
1	TOTAL AUDIENCE (Households (000) & %)		19,570 30.2					23,720 36.6										
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		14,060 21.7					16,140 24.9										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		36 21.3		21.5* 21.7			35* 22.2	40 24.8	39* 24.5		24.5* 24.6	39* 25.8	42* 25.8			24.8* 25.8	43* 23.8
W	TOTAL AUDIENCE (Households (000) & %)					12,960 20.0				15,160 23.4								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					9,400 14.5				7,840 12.1								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 12.9	13.3* 13.7		15.5	15.7* 15.9	23 11.8	11.5* 11.1	12.2* 12.2	12.2* 12.1		12.2* 12.3	13.0* 13.5	28* 12.6
E	TOTAL AUDIENCE (Households (000) & %)		9,400 14.5			11,600 17.9		17,300 26.7				16,200 25.0						
	CBS TV			Dick Van Dyke Show®		M*A*S*H®		Mannix®						Barnaby Jones®				
	AVERAGE AUDIENCE (Households (000) & %)		8,040 12.4			10,500 16.2		13,090 20.2				13,610 21.0						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		27 12.2		12.6	31 15.6		36 16.8	32* 17.3	28* 18.6	23 22.0	20* 22.7	38 20.5	37* 20.9		21.3* 21.5	39* 21.1	
2	TOTAL AUDIENCE (Households (000) & %)		15,620 24.1					17,430 26.9										
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		11,280 17.4					11,990 18.5										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		35 15.6		16.3* 17.0			35* 18.3	33 18.8	30* 16.4		19.0* 18.9	34* 19.3	36* 20.3		19.8* 19.9	35* 17.8	
TV HOUSEHOLDS USING TV		WK 1	50.6	54.1	57.4	59.9	61.7	63.5	63.7	63.8	63.2	63.5	61.8	60.9	59.7	56.8	49.4	46.6
(See Def. 1)		WK 2	39.2	42.9	44.9	47.6	51.8	54.4	55.5	56.3	56.7	56.6	55.4	55.3	55.1	53.4	47.2	44.5

U.S. TV Households: 64,000,000

(OP) Other Programs: See pages A34-A39

(1) For REM, RATINGS SEE OP. PAGES.

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

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